

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. HOWELL & Co., Publishers, 16 SPRUCE ST., NEW YORK.

VOL. XXIII.

NEW YORK, JUNE 1, 1898.

No. 9.



JUST 21 TODAY

THIS DAY'S ISSUE OF

The Philadelphia Record

Celebrates its Twenty-first Anniversary as the Pioneer One-cent Daily Newspaper of America.

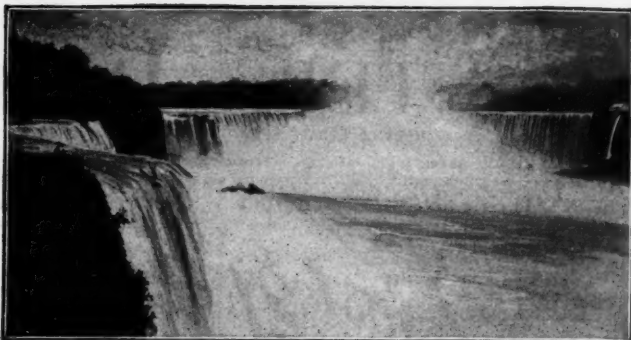
The Circulation, June 1, 1877, was, **5,607** The Circulation to-day, June 1, 1898, exceeds, - **225,000**

The gain of over 200,000 copies represents the people's appreciation of the newspaper which was first to offer the largest and best news service at the minimum price.

The newspaper which the people look to for the best news is always the best for the advertiser.

The rate is but 25c. per line.

The Record Publishing Company,
PHILADELPHIA.



Niagara Wastes Ten Million Horse-Power a Second.

THERE IS
NO WASTE IN

“Comfort”

It is the embodiment of advertising power, the **Bridled Niagara** of the **Newspaper World**. **Concentration of Power is the scheme of the age.** There are papers and papers and lists of papers, but in the words of one of the greatest advertisers

There is but One “Comfort”

It is the personification of advertising power, the one paper in Nineteen Thousand that can furnish the power to carry your ad to six million readers.

All General Advertising Agents represent **COMFORT**.

W. H. GANNETT, Publisher,
AUGUSTA, MAINE.

Boston:
John Hancock Building.

New York:
Tribune Building.

Chicago:
Marquette Building.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1892.

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BROOKLYN.

By Addison Archer.

Brooklyn is a city by itself in spite of its being a borough of Greater New York. It has over a million people, a great majority of whom are intelligent, well-to-do house dwellers. The house dweller has a home, takes a deep interest in his family, his city and his country, votes, supports the schools and churches, saves money and reads reliable newspapers. "There is no city in the world that has a more intelligent population than Brooklyn," says Mr. G. D. Matthews, a very prominent merchant and advertiser.

"The Brooklyn *Eagle* has a circulation in Brooklyn equal to the Brooklyn circulation of any newspaper, no matter what its price," says the man whom I regard as the highest authority on the circulation of newspapers in Brooklyn, but whom I am not permitted to quote personally. "The *Herald* is a great favorite here, and the *Sun* is rapidly increasing its circulation in Brooklyn. Brooklyn people want reliable information, and they want it well served. That is the reason why papers like the *Eagle*, *Sun* and *Herald* are popular in Brooklyn."

I suppose that by far the greater portion of the intelligent and average well-to-do population of the Greater City is in Brooklyn. Under these circumstances it is not strange that the Brooklyn *Eagle* should have the largest circulation of any 3-cent evening newspaper in the United States, and be one of America's greatest newspapers. In fact, it is coupled with the New York *Herald* in the esteem of Brooklyn people. Everybody reads the *Eagle* in the evening—most of the leading advertisers in Brooklyn say the *Eagle* goes into every home in that city—and in the morning they read the *Herald*, *Sun* or *World*. I have the highest authority for stating that the *Herald* leads the morning *World* in Brooklyn circulation, both daily and Sunday. The *Journal* comes next to the *World*. The *Sun* is gain-

ing rapidly. It already occupies first place along with the *Herald* in the esteem of educated men and women who appreciate its unequalled excellence of style and preparation.

This leads to the inevitable deduction that those who read the *Eagle* are apt to read the morning *Herald* or *Sun*, and therefore to obtain the widest possible circulation, and avoid duplication, the best combination is the *Eagle* and the *World* or *Journal*, because obviously the *Eagle* covers a class not reached largely by the *World* or *Journal*. The *Journal* says it is willing to prove by its books and that it has already proven by a house to house canvass that it has a larger circulation in Brooklyn than any other New York paper. Wechsler Bros. use the *Eagle* and *Journal* after having used the *World* extensively—that is the *Eagle* and *World*.

Matthews & Sons use the *Eagle* and *World* as their first choice. They give their entire advertisement to the *Eagle*, and most of it to the *World*. Men in the store ask Mr. G. D. Matthews to confine his announcements to the *Eagle* and the *World*. He says that he is now trying the *Journal* also. He says the *Eagle* does him the most good, then the *World*.

In short everybody uses the *Eagle* first and then some New York paper, though many stores are doing a thriving business by using the *Eagle* almost exclusively.

Brooklyn stores are able to hold their own against New York opposition, and are growing larger and more prosperous all the time.

They go into details in the interviews that follow. They rate the Brooklyn *Times* next to the *Eagle* and credit it with a very large circulation in the Eastern District. The *Times* is a high-class paper at 2 cents a copy. Mr. H. W. Ormsby, its advertising manager, says that while the *Eagle* is Brooklyn's leading paper and has the largest circulation, the *Times* has a larger circulation in the Eastern Dis-

trict where a great many of the very best people live. At any rate the principal advertisers use the *Times* extensively.

The lowest estimate placed upon the *Eagle* circulation by the leading newsdealers of Brooklyn is 75,000, and I feel sure that I am within the limits of safety in placing that as the minimum.

Mr. Herbert F. Gunnison, business manager of the *Eagle*, permitted me to see confidentially the results of a canvass among the representative newsdealers of Brooklyn. This canvass fully sustains the proposition that the *Eagle* has a larger circulation in Brooklyn than any New York paper.

The *Eagle* commands a rate that is about as high as the rates of the highest priced New York newspapers, and makes no discount for time or space. A reputable advertiser can go into or drop out of the *Eagle* any time.

Of resort and hotel advertising the *Eagle* carries more than any other paper in the United States.

The *Eagle* is conducted upon the highest editorial and business principle. It is independent in politics, and wields its enormous interest for the cause it believes just.

I leave a discussion of the *Eagle* and the other Brooklyn newspapers and the Brooklyn newspaper situation to the leading merchants of Brooklyn, who have studied these papers for a generation or more.

Mr. N. S. Leipziger, the advertising manager of Abraham & Straus, was asked:

"What Brooklyn papers do you use?"

"The *Eagle* we use most of all. The others have each a field and we use them too."

"Please analyze the different papers."

"The *Eagle* reaches the money-spending classes; it reaches all of them. It is a home paper, read by the whole community. It is an old, established paper, well edited; it gives all the news, and has a local flavor which makes it palatable."

"What is its circulation?"

"It has all it claims."

"What paper do you rate next to the *Eagle*?"

"The *Times*. It reaches the Eastern District of Brooklyn very largely and it also has a large circulation on Long Island."

"What do you think its circulation is?"

"About 12,000 or 15,000."

"Why does it cover this Eastern District?"

"Because it is a good local paper. It is the machine Republican paper of this field."

"What is next?"

"I believe the *Standard-Union* and the *Citizen* are about on a par. They cover different constituencies. The *Standard-Union* is a high-class paper, while the *Citizen* reaches more of the New York *Journal* class of people."

"How do you judge the value of newspapers?"

"I judge by results."

"How do you know about results?"

"We are constantly testing newspapers by the infallible method of ascertaining what and how much they sell for us, and we are perfectly satisfied that our estimate of the various newspapers is substantially correct."

"Are the prices for advertising space in the Brooklyn papers about in the ratio you have mentioned?"

"Yes, about."

Mr. Henry Stark Howland, advertising manager of Frederick Loeser & Co., said:

"The *Eagle* is our leading paper. The *Eagle* is a three-cent paper that goes into all our best homes. It has a standing and influence with our people that gives it a distinct value."

"What kind of people are Brooklyn people?"

"They are a home owning, intelligent class. A great many New Yorkers are coming over here to live now that it is one greater city. The high character of our people explains the great popularity of the *Eagle*; it is a very old paper that has grown up with our population."

Mr. A. H. Nutting of A. J. Nutting & Co.:

"We use the Brooklyn *Eagle* and the New York *Herald* almost exclusively. The *Eagle* is the leading paper of Brooklyn."

Mr. James Nowlan, of the Wechsler Brothers:

"We use the *Eagle* and the New York *Journal* regularly, using the *Citizen* and the *Times* occasionally. There isn't a thing going on that the *Eagle* fails to get. It gets for its advertising regular New York rates. The *Journal* has the greatest circulation of any New York paper; we quit the *World* and use the *Journal* instead, because we get better results."

Mr. Caleb V. Smith, who for twenty-one years has been identified with Browning, King & Co., and for at least a dozen years been the advertising manager of that firm in Brooklyn, said:

"We advertise almost exclusively in the *Eagle*. We use the other Brooklyn papers occasionally. I have tested all the papers here very thoroughly. There is no question but that the *Eagle* is the medium. It is worth all the others put together. The *Eagle* is a home paper. It makes no difference what New York paper the man of the household reads, in the vast majority of cases the better element of Brooklyn buys the *Eagle* to take home to families."

Mr. Thompson, advertising and general manager of the Brooklyn Furniture Co.:

"We always go into the *Eagle*, for it is the paper of Brooklyn. We rate the *Times* next and then the *Citizen*. The conservative standing of the *Eagle* and the fact that it is a family paper make it of peculiar value for our use."

"Street circulated papers, hastily read for the sensational news, are of little value to us. It is the paper that is taken home and carefully read in the family that brings trade. I consider the *Eagle's* circulation is worth double to us of any New York newspaper circulation in Brooklyn pro rata of the comparative figures."

A. H. Koch says:

"We use the *Eagle* almost exclusively. We deal in millinery exclusively. We have a good trade all the time. We are running away ahead of 1897. Even with all the rain last week, the store was crowded."

P. A. Overbaugh, manager for Hanan & Son:

"The *Eagle* is the best paper here."

Anderson & Co., agents of the Hardman piano, use the *Eagle* almost exclusively.

P. W. Taylor, watches and jewelry:

"Of course, there is only one Brooklyn paper and that is the *Eagle*."

Huyler's manager:

"The *Eagle* is considered the leading paper of Brooklyn."

H. M. Baum, importing milliner, said:

"We use the *Eagle* almost exclusively in our advertising. I think the *Eagle* enters every home in Brooklyn."

Mr. Louis Manne of L. Manne & Co.:

"We advertise in the *World* and

Eagle, sometimes in the *Citizen*. We have advertised in the *Journal*. The *Journal* is too expensive. The *World* and *Eagle* cover this field. We use the *Eagle* more than any other paper because the women buy the *Eagle* if they buy only one paper, and when we use one paper we use the *Eagle*. If we use two papers it's the *Eagle* and *World*."

Mr. E. Dailey, superintendent of Liebmann's Arcade, said:

"Of Brooklyn papers, the *Eagle* is first. We get great results, especially in the mail orders, from our ads in the *Eagle*. We use the *Eagle*, *World* and *Herald*. We have been using the *Journal*, and I consider it a good medium."

"If I am to judge of the papers out in my neighborhood, Dunton, L. I., coming down in the morning, the *World* is first, the *Journal* next, the *Press* next and the *Herald* next."

"This on cars?"

"Yes; going up at night, I find more *Journals* on the streets in the hands of the working people than any other paper. Some around here say they wouldn't touch the *Journal* with gloves on, but they read it just the same. There is a whole army especially workingmen here in Brooklyn who read the *Journal*."

"What paper is read in the homes of Brooklyn?"

"Among the better classes the *Eagle* and the *Herald*—the *Post* and the *Herald* are both favorites in Brooklyn."

"Our people are advocates of the *Herald* and the *Eagle*. For a long time before we closed our store and made the Arcade arrangement we used the *Eagle* exclusively."

Mr. G. D. Matthews of A. D. Matthews & Sons, was asked:

"How do you rate the papers of New York and Brooklyn, as advertising mediums?"

"I always give my full ad to the *Eagle*, and then practically my whole ad to the *World*. The *Eagle* does me the most good—and then the *World*."

"We have made a careful estimate of circulation in this field by interviewing representative newsdealers," said Mr. Carpenter, advertising manager of the *Eagle*, who happened to drop in during the interview, "and we find that the *Eagle* stands among the first; that is with the *Herald* and *World*."

"On that basis, the *Eagle* must have 90,000 to 110,000 circulation?"

"By actual figures furnished from the newsdealers, the *Eagle* ranks with the best New York papers, and at many points it outsells them all. Our cash receipts from circulation for April, this year, are several thousand dollars greater than for April, last year."

Joseph E. Baer, formerly of Ehrich Bros., New York, now advertising manager of the Brooklyn Cash Store, otherwise Joseph H. Bauland Co., now new to Brooklyn, but old to New York was asked:

"How do you rate Brooklyn papers?"

"*Eagle, Times, Standard-Union, Citizen.*"

"New York papers?"

"*World, Journal and Herald*, rest trailing after. That means a great deal for the *Journal*, for the *Journal* is charging Brooklyn advertisers the same rate New York advertisers are paying."

"Don't other papers?"

"The *World* and *Herald* have Brooklyn editions—the *Journal* has no Brooklyn edition, and we have to use their regular edition or stay out. Apparently, an injustice to Brooklyn advertisers as it is a well-known fact that a Brooklyn house can not draw trade from New York, while New York houses can and do draw trade from Brooklyn."

"How do you think the *Journal* pays?"

"We have been trying it two weeks and can't tell exactly. We put it next the *World*, because the difference between the *Journal's* price for its full edition and the *World's* Brooklyn edition is very small. We tried the *Journal* previously and the results were all very good."

"What do you pay the *Eagle*?"

"Comparatively?"

"Yes."

"About 90 per cent of the *World's* Brooklyn rates."

"What is the character of the *Eagle*?"

"It is a very accommodating paper, being willing to put itself out at any time for its advertisers, but it is stiff on rates—exceptionally so, but very fair. They allow an error of their own without a question."

"One peculiarity about the *Eagle* in which it differs from any newspaper office I know of, and that is, it will not accept standing orders concerning the

way advertisements are to be set, but copy must in every case be marked."

"Find Brooklyn a good advertising field?"

"Brooklyn people that come in response to ads know what they want and want exactly what is advertised."

"Read PRINTERS' INK?"

"Every issue. It's a storehouse of practical information of great value."

PICKLE PHILOSOPHY.

Heinz, the Pittsburg pickle man, publishes a little periodical for his salesmen and customers called *Pickles*. From a recent issue of this sheet PRINTERS' INK extracts the following philosophy:

He who trusts to luck for success, will be lucky if he gets it.

Trusting to luck is only another name for trusting to laziness.

About the best thing that a man does to correct his faults is to quit them.

Fortune sometimes shows us the way, but it is energy that achieves success.

Time is like a fair wind; if we don't set our sail, we lose that breeze forever.

A man will never be troubled with melancholy if he has plenty to do and does it.

Success does not consist in never making blunders, but in never making the same one a second time.

FECUNDITY OF THE DAILY.

If the present rate of increase in the number of dailies is maintained, we shall soon have more than three thousand daily newspapers in the United States.—*Newspaperdom*.

THE 400

WEAR GOLD

Rimless
Spectacles
and
Eyeglasses.

Our specialty is correct-
ing such eye troubles as
cause defective vision, head-
aches, sore and inflamed eyes,
etc.

Gold Rimless
Spectacles and \$ 4.00
Eyeglasses for. 4.00
Nickel for \$2.00.

OUR PRESCRIPTION DEPARTMENT

is the only one in Manchester. You can save time
and money, and get the most perfect and becoming
work by sending your oculist's prescriptions and
repair work to us.

\$10 Artificial Eyes for \$6.

BROWN & BURPEE,

THE KENNARD, MANCHESTER, N. H.

This was one of the most attractive advertisements in the *Granite Monthly* (Concord, N. H.) for May. When the editor of the Little Schoolmaster saw the girl he was bound to reproduce her—in PRINTERS' INK.

The Little Schoolmaster
in the Art of Advertising,
to celebrate the Tenth
Anniversary of his birth,
will issue a

JUBILEE NUMBER

on the 6th day of July.

ADVERTISING RATES

FOR THE JUBILEE NUMBER ABOVE ANNOUNCED:

Classified Advertisements (no display), 25 cents a line.

Displayed Advertisements, 50c. a line, or \$100 a page.

Special Positions, 25 per cent extra, if granted.

SAPOLIO PUBLICITY.

It is hard to say which line of advertising the Sapolio people do the most of—newspaper, magazine, board or poster—in fact, they seem to believe that there is some good in everything, to the extent of \$300,000 per annum; yea, even including the famous clock which Mr. Ward once put up at Madison Square, where the S. H. & M. electric sign now shines—a clock which, by the way, never ticked over an hour a day, but cost \$700! The 1,000-foot sign, "Sapolio Scours the World," down in New York harbor, was for years the talk of the world. This sign cost \$1,000 a year for the privilege of putting it on the particular fence which could be seen by everybody coming up the harbor either from Coney Island or from any port of the world. After it was used for three or four years the owners of the fence "struck" for double the price, but Sapolio having gotten the entire benefit of it, declined to pay the advance, and stopped using it. Some other product used it for a year or two, but now the sign is scarcely ever thought of or even looked at.

Sapolio advertising rarely appears in any newspapers or magazines without it has a preferred position. It appears generously in newspapers in those towns and cities where Sapolio trade is pushed. Among the magazines only those of high standing are used with any degree of regularity, while the smaller ones come in at an "upset" price which the publishers accept, first, because these ads make good fillers, and, second, because some have the idea that the Sapolio advertising is of a character that will draw other leading advertisers.

The signboard advertising done for Sapolio is unusually prominent. The Sapolio people believe in concentration, and they cover their territory thoroughly or not at all. They have rarely ever used novelties, fancy cards or any of the thousand and one things which cost a great deal of money in proportion to their actual value.

One of the most successful of their ventures, outside of their regular line of advertising, was a paraphrase of a popular Pinafore song into a Sapolio song, which they distributed by the millions, with the result that the children of the whole country were singing it until it came to be regarded as almost a nuisance. But it had this ef-

fect: It burnt Sapolio into the parents' minds, and more than that, fixed its name and qualities in the minds of the children of a decade ago.

Thousands of ideas and sketches are submitted for Sapolio advertisements, yet only a few of them are used. The two brightest things which have been used are the circles naming the days of the week and ending with "Rest on Sunday," and the idea of using "U. S." on cartridge boxes, which translated is supposed to mean "Use Sapolio."

It is said that two or three years ago, when the advertising in elevated railroads in New York was at its lowest ebb, and less than one-quarter of the spaces were occupied, Mr. Ward had an idea of making an offer to occupy all of the vacant spaces with gigantic Sapolio advertisements, for which he would pay about ten cents on the dollar, reducing space as the road should get new customers. The offer was evidently declined, but it would have been a big winner for both sides.

It is impossible to tell the story of Sapolio without saying something about Artemas Ward, because the two words Ward and Sapolio have been almost synonymous. Mr. Ward was born on Murray Hill, New York, his father being a clergyman, and early in life his family removed to Philadelphia. He tells a good story on himself in regard to the first situation he ever attempted to get. An old Quaker merchant, named Brown, in Philadelphia, advertised for a boy, applications to be by mail. Artemas at that time, as now, wrote a very bold, plain hand, and in due time he was sent for to call upon the firm, which he did in his father's company. Being a stripling, the senior member of the firm asked him if that was his own writing, to which he answered in the affirmative; the old gentleman, still doubting it a bit, asked him to step up to the desk and write his name. The old Quaker had a grim sense of humor about him, and wanted to know if he were related to Artemas Ward, which was the nom de plume of Charles F. Brown, the humorist and lecturer. Young Ward replied: "No, sir; he is only a Brown." This struck the senior member of the Brown firm as being rather disrespectful, and consequently the boy was not hired.—*Advertising Experience.*

One of the requisites for making advertising profitable is the capacity for analyzing the reasons for one's failures.

SEND YOUR NAME AND
POST-OFFICE ADDRESS TO

The New York Times

FOR

A Free Sample Copy

OF THE

Saturday Review

of Books and Art.

The New York Times

"All the News That's Fit to Print."

SCHOOLS

which are advertised in The Commercial Advertiser, "New York's most interesting evening newspaper," reach intelligent and well-to-do people exclusively. It goes into families of bankers and financiers in general; lawyers, literary men, merchants; in short, into thousands of the oldest and best families in New York. These people seek the best educational advantages for their children and they have the means to pay for such advantages.

"Newspaperdom" of New York, says:

"From the time, over one hundred years ago, when it was established by Alexander Hamilton and Noah Webster, The Commercial Advertiser's history has been honorable and luminous with important achievements, yet in all its career it has never been so thorough, so painstaking, nor so complete a newspaper as now. Conducted upon lines agreeable to the tastes of intelligent, well-bred men and women, it demonstrates that in being clean and wholesome it need not be dull and heavy. A cheerful view of things, forceful, masterful handling of important topics, expert heads of departments, such as literature, music, finance, sports, real estate, etc., these are the keynote."

A. Simonson in "Printers' Ink" says:

"It has always had a particularly nice class of readers. With the new management I look to see this paper take rank at the very front."

More space is devoted to educational matters in The Commercial Advertiser than in any other newspaper in New York City. Commendations of this department and increased circulation due to it show the especial interest of its readers in all matters relating to education. Its school advertising rate is made especially low, namely: fifteen cents per line for a single insertion under the classified heading, and ten cents per line for twenty-six insertions, either consecutively or every other day.

Sample advertisements and further information on application. Advertisements may be sent to office of publication, or through any responsible advertising agent.

THE COMMERCIAL ADVERTISER

29 PARK ROW, NEW YORK

DR. PIERCE AND PATENT MEDICINE ADVERTISING.

INTERESTING STORY TOLD BY DR. V. MOTT PIERCE OF THE DR. PIERCE MEDICAL COMPANY, BUFFALO.

What newspaper now exists that at some time in its career has not or does not carry in its advertising columns the advertisement of the World's Dispensary Medical Association of Buffalo?

It is a fact that you can not glance over the pages of any of our best papers, published in any city from the Atlantic to the Pacific, without coming in contact with a closely set advertisement which appears in the style of reading matter headed by a small cut of a cupid or skeleton, which have given the advertisements of "Dr. Pierce's Favorite Prescription" and "Golden Medical Discovery" such individuality, and caused much talk and criticism in the advertising journals, but which nevertheless have served their purpose as eye-catchers.

It was the writer's good fortune to catch a few moments of Dr. V. Mott Pierce's time, and improve it by asking a few questions pertaining to the advertising of their products, resulting in the following conversation:

"Doctor, what is the amount of your yearly appropriations?"

"About \$750,000 covering all advertising in newspapers, circulars, posters, etc."

"In about how many publications does your advertisement appear?"

"All good ones."

The next question was asked in behalf of the street car advertising men, for I knew it was a subject of great interest to them.

"What is your idea of street car advertising and its value as applied to your business?"

"I do not know. We have never used street cars."

This was something of a damper, for I expected the doctor would answer the question a little more in detail.

"Do you advertise in foreign countries?"

"Yes."

"What ones?"

"England and Canada."

"Do you think you would get the same results if you were to use just half the space you do, and not set the matter so heavy?"

"No."

"Who writes your advertisements, and how are they placed?"

"Experts in Boston and New York attend to the writing of our advertisements, and they are placed by three of our men on the road direct at the home offices of the newspapers."

"What caused you to use the skeletons and cupids?"

"We try to be original, and you know 'the proof of the pudding is in the eating.' Our ideas have paid."

"What is your idea of magazine advertising?"

"Magazines are not profitable for our business."

"Have you used the Gunning System, and what is your idea of its method in comparison to cost?"

"I could not state; we have always employed that veteran 'Hote.' Hote's work has always been good."

"Do you think you were repaid with your last attempt at poster work?"

"We have no reason to complain of results. *All advertising is good at a price.*"

"Do you expect to try it again?"

"We do not propose to use a great quantity."

"How many booklets and pocket memorandums do you use in a year?"

"From six to eight million of the books and about the same number of memorandums."

"Do you think this personal advertising is good?"

"Yes."

"What was your first experience in advertising, and when?"

"Using memorandum books thirty years ago, and some newspapers."

"You consider advertising an essential feature of your business, do you not?"

"Most decidedly."

"Do you think your sales would decrease if you were to stop for a year?"

"Unquestionably."

"If Hood believes in calendar advertising and follows it up every year, why do you not adopt this method?"

"Because one man makes an original method of advertising among a trade, it is no reason why others should follow. We aim to be original."

"Now, doctor, just a few words about the business in general. When was it organized? How many persons do you employ about the building? What about future business prospects?"

"There's not much to say. We started thirty-one years ago in what

was then called Pierce's Palace Hotel, and remained until the winter of 1881, when our building was destroyed by fire. Work was commenced on the new and present buildings, and in the same year we took possession, and here we are likely to remain unless business increases as it has in the past few years; then we will be forced to build a large addition to accommodate our rapidly growing patronage."

Thanking the doctor for his time, and taking advantage of his invitation to visit the printing department, I took my departure.—*Profitable Advertising.*

HEALTH EXPOSITION NOTES.

A visit to the Health Exposition, which was held for a month, ending May 31st, at the Grand Central Palace was prolific in interest to one interested in advertising. The observant and bright advertiser would profit more, however, by the mistakes of the many exhibitors rather than by their wisdom and experience. In the great majority of cases the neglect of the exhibitors, either from carelessness or ignorance, to obtain the greatest amount of benefit from their expensive exhibits, reminds me of the man who prepared an elaborate and expensive ad for the *New York Journal*, but neglected to incorporate his name in the notice. It seems to me that after an exhibitor has been to the expense of floor space, the cost of arranging his exhibit and the extra expense of attendants, that he would strain every nerve and exhaust every resource to gain the greatest possible amount of publicity from it. The failure to do this is not surprising in cases of exhibitors who are not advertisers, but it is quite the contrary regarding concerns who are conceded to be judicious users of printers' ink. In this connection it was interesting to note that many exhibitors not only evidently failed to provide pamphlets, circulars or even cards for distribution, but did not have the address of the headquarters of the concern attached to the exhibit. Some of the exhibits impressed me as follows:

The Ivory Soap Co. had a fine space on the main floor, but the exhibit was commonplace, and I could not see that either circulars or samples were being distributed. The giving away of samples may not be wise, but in this instance it is a question whether it might not have been.

The Gramophone Co. also had a good space, but the music was not only of the nerve-racking order, but there was a painful sameness. The exhibit was always surrounded by a crowd of children, but they were not possible purchasers. About every time I was within earshot I was forced to retreat from the squeaky tones of "Lou, Lou, I want you." Some of the gramophone numbers are pleasing, and it was strange that at least some of them were not used.

Dr. E. F. Brush, of Mount Vernon, who produces pure milk and Kumyss, had an expensive exhibit, including a number of fine cattle, but there was no indication whether he sold milk, cattle or was a cow doctor. The exhibit was thronged with matrons, who would probably have been interested in knowing that they could obtain absolutely pure milk delivered at their homes direct from the Brush dairy.

An artificial palm company had an attractive exhibit in an excellent location, but I could not learn whether the concern was located in Maine, Texas or Yonkers.

In contrast to the above exhibits, and many

others of a similar character, was that of the Nu-Broom Co., of Boston. It was very attractive and was in charge of a bright young woman, who interestingly explained the merits of the broom to all who were interested.

Other exhibits which were up to date and well attended to in all particulars were those of the Larkin Soap Co.; Parisian Comb Co.; Kny-Scherer Co., and Ed Pinaud, the perfumer.

The Parisian Comb Co. had no literature, although I heard many requests for a circular from ladies who were interested in the display and skillful operations of the attendants.

Exhibits of this character are undoubtedly of value to the exhibitors, but the exhibit alone will not pull business unless it is properly supplemented with bright attendants and even brighter literature.

RIGHT YOU ARE!

W. J. Lampton comes forth in the columns of *Fame* bearing a boon to humanity. He has coined a bright new word in his own private intellectual mint, which he fondly hopes will pass at par value, but it won't. Mr. Lampton wants the man who concocts advertising for the general public to be called an "aditor," following the analogy of editor. This new word follows the analogy of editor about as closely as a yellow journal detective follows a self-evident clue. As the boy in the first reader said: "A lambkin is a little lamb, a pumpkin is a little pump, a napkin is a little nap, a firkin is a little fir, and a bumpkin is a little bump." An editor is one who edits; therefore an aditor is one who adits. An actor is one who acts, and an author is one who auths. The word is a monstrosity. It doesn't assimilate. You can not introduce new words into the language without proper credentials. If Mr. Lampton wants any one to use the new word he hands out so gratuitously, he will have to offer premiums or something as an inducement. It will never grow attached to the language and get into the dictionaries and feel at home on its merits. It is too homely. Meanwhile the advertisement writer goes right on writing advertising, and lets poets and such small deer think up euphonious and brief epithets by which posterity and contemporaries may call him.—*Charles Austin Bates Criticisms.*

1000 Cats Wanted.

Must be strictly pure WHITE, Toll grown, and have painted in neat two-inch black letters on either side the following words: "The Connelly Gas Pressure Regulator overcomes all annoyances caused by too high gas pressure. It saves gas, globes, chimneys, money, etc., gives perfect combustion in gas stoves and burners. It costs but a SMALL part of what it SAVES you to use it. It is as near PERFECT as it is possible to make a gas regulator, and the thousands who are using it will testify to its good character. Adopt only the BEST. We especially invite all gas consumers to call at our office and learn what we can do for them."

JEROME PENN,
Local Manager.

Telephone 2207.

300 Ridge Bldg.

A CURIOSITY CLIPPED FROM THE KANSAS CITY (MO.) "JOURNAL" OF MAY 1ST.

THE SAN FRANCISCO CALL

J. D. SPRECKELS, Proprietor
W. S. LEAKE, Manager

PUBLISHED
EVERY MORNING
IN THE YEAR

The recognized family paper.
In perfect touch with the best
business elements of California

CIRCULATION

EXCEEDS **50,000** . . DAILY

Correspondents of unquestioned ability
Direct telegraphic communication with
New York, Chicago and Washington

For sample copies, rates and further information,
address DAVID ALLEN, Eastern Representative,
188 World Bldg., New York & C. GEO. KROGNES, Marquette Building, Chicago.

PROGRESSIVE BOOK ADVERTISING.

MR. F. N. DOUBLEDAY, OF THE DOUBLEDAY & MCCLURE COMPANY, TALKS OF HIS EFFORTS IN THIS DIRECTION.

"If you are going to have an interview with me, for Heaven's sake, don't make me out swell-headed."

This was the remark of Mr. F. N. Doubleday, of the Doubleday & McClure Co., publishers, to the reporter for PRINTERS' INK, who called upon him recently at his office in the Cable Building, Twenty-fifth street near Lexington avenue, this city.

This remark was provoked by a previous one of Mr. Doubleday's to the effect that there was a marvelous dearth of good book advertising.

"I can not help believing," said Mr. Doubleday, "that there are very, very few good book advertisements. It is our earnest endeavor to substantially revolutionize book advertising. We are going to discontinue such old methods as giving dry-as-dust lists, and instead invest every mention of a book with some succinct fact which is of general interest concerning the subject. On the outside of every novel or novellette we shall have a succinct epitome of the contents. A little thing, perhaps, but a radical departure.

"We have just concluded an arrangement with *The Ladies' Home Journal*. That publication has an immense clientele of nearly a million possible book buyers, and a sufficiency of material from its own columns from which books can be compiled. It has entered into a combination with us by which we will manufacture the books, and both of us will editorially push their sale among our respective subscribers. This will probably give the largest combination of the kind, as it will directly appeal to nearly one and a half million readers with whom we have almost personal relations. At the time we started in the book business we were the largest purchasers of serials in the United States, and as a consequence, what more natural than that we should get the book rights, too. And remember that we have an unusually well-equipped printing establishment also."

"About your advertising?"

"We began that extensively only last October. We exploit our books only through our publication department. But a very large proportion of

our advertising has been done in our magazine (*McClure's*) because we have found no other medium which would yield more than one-quarter as much. That is probably because it is addressed to our own particular public. We have more than one hundred thousand subscribers who send us money yearly, and these appreciate that they get their full money's worth. Consequently they have learned to have full faith in us."

"What mediums besides your magazine do you use?"

"Not a great many: *The Review of Reviews*, *Harper's Magazine* (to a slight extent only), the *Atlantic Monthly* (it yields us good returns), *The Book Buyer*, *The Nation*, *The Dial*, *Literature* (published by Harpers) and the *Ladies' Home Journal*. We use and have used the dailies quite some, but have made no efforts through them for mail orders."

"What success have you made thus far in the book department?"

"I will leave you to judge. The three months ending December 31st not only showed the business well established, but that it had made an actual cash profit. Nearly a quarter of a million volumes had been manufactured and mostly sold before January 1, 1898. Many of the books had gone into several editions. During the month of December the orders received directly from our own readers for our books amounted to about 11,000 volumes. We ascribe these results directly and solely to our advertising.

"The plan which we inaugurated only a few months ago, to send books on approval to any of our readers and without any prepayment, astonished some authorities, who prophesied a wholesale loss of books. We acted upon the belief that people who cared for good books were not swindlers. The returns of books have been trivial, and the losses have been nothing—not a dozen books in every thousand."

"How much do you propose to spend in advertising your book department?"

"We intend to spend not less than \$15,000 a year, and as much more as the business will warrant."

J. W. SCHWARTZ.

NEVER despise a suggestion. The most ignorant person in the world may have an idea that will benefit you in your business, if you will keep your ears open and listen.

The Times

WASHINGTON, D. C.

MORNING, EVENING AND SUNDAY.

Largest daily circulation in the South.

DAILY, GUARANTEED 1,266,504
Total for March, 1898, . . .

DAILY, 1,482,290
Total for April, 1898, . . .

DAILY average for March, 1898, 46,907

DAILY average for April, 1898, 57,011

DAILY increase (average) for April, 1898, . . . 10,104

SUNDAY average for April, 1898, 21,388

**No other Washington Newspaper has
ever attained this circulation, and
no other Washington Newspaper now
approaches it within 20,000.**

THE TIMES has the continuous advertising patronage of
the leading Washington business houses.

For rates, address

The Times

WASHINGTON, D. C.

New York Office :
52 Tribune Building,

FRANK B. CONGER,
MANAGER.

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

FANCHER & Co., }
HOLYOKE, Mass. }

Charles F. Jones, New York:

DEAR SIR—Being subscribers for PRINTERS' INK we thought we would send you the enclosed ad for your criticism. Do you believe such an ad should attract trade, and how could it have been made better?

Sincerely yours,

FANCHER & Co.

The advertisement which accompanied this letter was nearly five full columns in size and very neatly set, but, in the first place, there is too much in it. The greater part of it is set in small type and is nearly all talk. The advertisement is about hats and clothing. Now, as men read very little advertising if they can get out of it, I do not think there are very many men who are going to read a big advertisement of this sort with so much matter in it, no matter how attractively it may be set. Then, again, nearly all the prices that are quoted are general. One line states that "suits and overcoats can be purchased at \$12.50, \$13, \$15, \$16.50, \$18, \$20, \$22 or \$25." I have quite frequently stated that I thought it was a waste of good space to mention a general catalogue of prices. If you have got a first-class clothing store at all, of course you have goods at these prices; so has every other clothing store in your city. Mentioning prices in this way is not a bit better than leaving the prices out altogether.

MEMPHIS, Tenn., March 22, 1898.

Charles F. Jones, New York:

DEAR SIR—Please tell me can a retail hardware store use posters to advantage? I am in the hardware business in a neighboring town and come to this city two or three times a year to buy goods. I see that some of the stores here use posters. Would you advise me to do likewise?

Also how would you divide an appropriation between posters and the daily papers? Yours respectfully,

FREDERICK RICHARDSON.

To begin by answering the last part of this question first, I would say that

my experience has taught me that the newspapers are the best advertising mediums for any retail store. There are a number of other mediums that a retail store can use to advantage, but none of them is anything like as good as the papers, provided the retail store is so situated that it can get the full advantage of the circulation of the paper. Mr. Richardson does not give me any information at all, but leaves me to guess whether or not his store is one of the class that can only partially get the benefit of the newspaper circulation. No matter what the town, I believe that the best policy is to first cover the newspaper field thoroughly, and when this field is covered, if my appropriation still held out, I could use posters. I am speaking solely from the standpoint of the retail store. Those whose business is not exclusively retail may, perhaps, find cases when the posters would be more nearly on a par with the daily papers.

As an example of a large and successful retailer who uses both the daily papers and posters, I might call attention to the New York store of John Wanamaker. I understand that in the month of January of this year Mr. Wanamaker spent over \$40,000 in the daily papers. During the same month he had a billboard at the foot of the elevated stairs which cost him \$1,500. Add to this \$1,500 the cost of a first-class poster, and we see that Mr. Wanamaker's poster advertising amounted to about 4 per cent of his newspaper advertising.

Now, for a retail store in a small city, where there are no daily paper facilities, or in a large city where the store is so located that it would not find amongst the readers of the papers enough persons interested in the store to justify the expense, posters will be found a very excellent medium for

general use in placing the business before the public. The right sort of posters ought to sell goods anywhere, but I do not believe they will sell as many goods as newspaper space, provided the store has newspaper space that it can profitably command.

Several of the retail stores that do a general charge account business are making special efforts to as far as possible add to their list of desirable charge customers. One of the houses that I have particularly in mind at the present time uses every means in its power, by personal investigation and through the reporting agencies, to find out the names and addresses of persons who are regarded generally as good charge customers. Having found the name of such a person, they send him a very neat little communication which reads to about this effect:

Mr. ———:

DEAR SIR—We have received your name as a customer with whom it would be very desirable for us to run an open account. We would be very much pleased to have your trade, and charge goods in the regular way. If you will present this card as identification, we will be pleased to place your name on our books. Respectfully,

If the party to whom this card is sent does not, within a reasonable time, come in and get acquainted with the firm or make some reply, they mail him the second notice, which reads about like this:

Mr. ———:

DEAR SIR—Again reminding you that we have your name on our list as a desirable charge customer, we take pleasure in sending herewith one of our spring booklets.

Hoping to be favored with your patronage, we remain, respectfully,

If care is taken in sending out these notices, and also in seeing that they are not afterwards presented by some person not entitled to them, I believe that this is one very good way of getting acquainted with persons who are entitled to credit. It certainly creates a pleasant impression in the person's mind who receives the card.

I am in receipt of the following letter:

BROCKTON, Mass., March 19, 1898.

Mr. Charles F. Jones, New York:

DEAR SIR—We are much interested in PRINTERS' INK, and especially in your articles on "Store Management" and advertising. In a recent number you discourse to some length on strict honesty in advertising. We agree with you in the theory, but the fact still remains that many of the most successful men are very far from being truthful in their ads.

Regarding treatment of clerks, there is one

thing you might speak of which you have not touched on yet, the proper means of calling a clerk to account for any omission or mistake. I have had, before I embarked in business for myself, about fifteen years' experience as a clerk, much of which was spent in the employ of the leading grocer of this city. This man was, and is, I hold, one of the very best employers and managers of help in the country. Employing, as he did when I was with him, fourteen clerks, there were, of course, many corrections needed and made. There was hardly a day but what some clerk needed to be called down for something, and they always got it, but the calling down was done in such a mild way and so quietly that the clerk, while he felt ashamed, could not but feel that he had got what he deserved. One difficulty in handling a lot of young men clerks is to get them around promptly at seven o'clock in the morning. This man never had any trouble with a clerk after he had been at work for him for a few days. He kept strict watch of each clerk's work, and every Saturday night the clerks were called to his private office separately and his week's work was gone over carefully, and any suggestions for bettering conditions were carefully read and noted, and if he had done a particularly good week's work he was complimented and his record for the previous week, and for perhaps a year, were compared with the present one, and he was made to feel that he was a very vital part of that particular firm's business; even the boys working for three or four dollars a week were treated in the same way, and every man in the place was kept on his mettle all the time. He would get more work out of a force of clerks than any man I ever saw, and each one of us felt that when it came Saturday night we must have a good report to present, and usually had it, too. This man was possessed of a good bit of temper, but never allowed it to show itself in his business.

I should not care to have this published with my signature attached.

Trusting you will not fall asleep over this lengthy epistle, and that I have not trespassed too much on your time, I am, yours truly,

I have never claimed that an untruthful advertiser could not succeed in business. It would be very foolish to make such a claim, because it is sad to say that there are too many instances that prove to the contrary. What I have claimed is that untruthfulness has never been the reason of a man's success. If he made a success of his business, he did not succeed because of untruthfulness, but in spite of it. If he had been truthful along with the other merits of his business I believe he would have had greater success.

I have in mind a large store in a Western city. This store is thoroughly known amongst the trade as one of the greatest prevaricators in the business, and yet their business is growing every year. There are two partners in the concern. The one who looks after the advertising end is very much in favor of exaggeration and untruthful statements. The other partner, who devotes himself largely to the

finances, is opposed to exaggeration. Every time he makes the point that the store ought to do less lying, the advertising partner simply points to the books and says: "Our business is growing every year, and as long as we are ahead I don't see that you have any reason to complain of my policy being unsuccessful." The honest partner does not know how to answer this argument, and shuts up.

Now the reason for this firm's success is because it is located on the very best corner of one of the very best business streets in America. It is very hard to see how they could help growing with their location. In the next place they have a beautiful store, their merchandise is sold at really reasonable prices, and the service they give the customer is altogether very good. These things to a large extent counteract the harm done by untruthful advertising. The business of the store in all probability increases ten per cent every year.

Now, I don't believe it is because this store is untruthful in its advertising that it has made a success, for I believe that if, with the other magnificent attractions which it offers, it was also known by everybody as a house in which absolute confidence could be placed, that its business would not be growing ten per cent, but perhaps twenty per cent. Because a man is dishonest with the public he is not going to kill his business, but it is never going to help his business; his success will come rather in spite of dishonesty and not because of it.

The latter part of our correspondent's letter in regard to the treatment of clerks is very interesting. A man who will treat his clerks right is not only helping them but helping himself. The employees of a store can be made more loyal to it, and can be made to work twice as hard for it if the proper attention is given to drilling them and getting them fully in sympathy with the plans and system of the business.

BINGHAMTON, N. Y., March 24, 1898.

Charles F. Jones, care PRINTERS' INK, New York:

DEAR SIR—A local advertiser who has conducted a general house-furnishing goods store, with the exception of furniture, and who has recently added the furniture line to his stock, asked me the question whether the advertising of a credit system for the furniture stock would be to the detriment of his general business,

which he has done almost altogether on a cash basis.

I told him that I could not answer him, and that I would write to you and request that you discuss the matter in your department, "Store Management" in PRINTERS' INK. There is evidently a field in this city for a general credit furniture business, but he is somewhat afraid to do it for fear it might injure his cash trade.

By giving your views, you will greatly oblige an appreciative reader of PRINTERS' INK.
Yours very truly, R. E. BENNETT.

Adv. Manager *Evening Herald*.

Unless the store in question has made a very strong point of the fact that its business was done only for cash, I do not think that now branching out and allowing credit is going to be a detriment to it. Some stores make a feature of the fact that they sell only for cash. If this store has been doing this through its advertising heretofore, it will look very much as if he had gone back on his first principles, if he would now conclude to take up the credit business.

Mr. Bennett fails to state in his letter whether by a credit system he means an installment or simply a system of opening charge accounts with persons who are supposed to be good pay.

As he states that the store has heretofore done almost altogether a cash business, I naturally presume that some credit has been allowed. This being the case, I can see no difficulty in branching out and extending the credit system already begun in a small way. If the store, however, wishes to confine its credit business solely to furniture and not to other house furnishing goods, it is going to be very difficult to explain why the line should be drawn. I think that if credit was given a man on furniture he ought to have the same credit on stoves or carpets.

As a general thought on the subject I would say that doing a credit business would materially hurt the cash trade if the store is compelled to raise its cash prices in order to offset doing a credit business, but if no advance is necessary, and the cash customer is going to get the same service and the same good value that he got before, I do not think it will be an injury. There will, of course, perhaps be a number of persons, who are now paying cash for their goods, who would expect credit, but if the line is drawn carefully between the desirable credit customer and the undesirable one, I do not think that the business itself will lose very materially.

Not Yellow

BUT



RED, WHITE AND BLUE

THE BROOKLYN DAILY EAGLE

**Stands by the Flag
In the Present Crisis.**

It is American at all times, but was never more loyal to the Flag than to-day.

It shows its loyalty by trusting the President and advising the people to believe that he knows how to conduct the war.

The people, consequently, have confidence in it and are buying it in larger numbers than ever before.

It prints

**Trustworthy News
Trustworthy Editorial Opinions
Trustworthy Advertisements**

Advertisers who want to reach the intelligent and well-to-do purchasers of a large city always use its columns.

REMINISCENCES.

COMFORT, W. Va., May 12, 1898.

Editor of PRINTERS' INK:

I read an article in PRINTERS' INK of March 23, 1898, which set me to thinking of days of yore, and put me in a reminiscent mood. The article is on page 50 and entitled "Pettingill & Co."

The article says, in part: "One of the earliest patrons of the New York office (S. M. Pettingill's) was the well-known Robert Bonner, who hesitatingly placed his first contract, amounting to \$1,000, a munificent sum in those times to devote to advertising."

I was a clerk in V. B. Palmer's Boston office a few months, along with S. M. Pettingill, S. R. Niles and Mr. Palmer's bookkeeper, an honest, straightforward man, named Sargent. Pettingill was the solicitor, Niles was in the office all the time, and it devolved upon me to make the estimates, because I was well acquainted with the printing business, and also with most of the three hundred newspapers in New England at that time. We were all kept very busy.

There was then (1840) a clothing house in Boston known all over New England as "Oak Hall," made famous by extensive advertising. The proprietor was a Mr. Simmons. Mr. Simmons came into Palmer's office, one day in August, and said to him that he wanted to advertise, that fall, a certain amount of space in every newspaper in New England, to the amount of *four thousand dollars*, and wanted him to make out a list of papers and the sum appropriated to each one, and requested to know when he should come in for it. Mr. Palmer turned to me and inquired how soon I could have the list ready. I answered in twenty-four hours. Mr. Simmons came in promptly on time, received the list, took it away with him to examine at his leisure. He returned it the next day, and gave orders to have the advertisement forwarded to the respective papers, without a single change.

Now the curious part of the story comes in.

The very next day a representative of another Boston firm, in another line of business, came in, gave a similar order to the same amount, and the succeeding day in came another in another line of business from either of the others, and gave an order for \$4,000, and the next day thereafter in came another firm, by its representative, and wanted to advertise yet another business to the same amount—making \$16,000 in four days! But one estimate was made for the four firms. These I considered curious coincidences. Besides, during the four days \$4,000 in orders ranging from a few dollars to hundreds were received, making \$20,000.

Now, doesn't this beat your one thousand dollar order of Mr. Bonner?

Are you acquainted with the facts concerning the origin of advertising agencies? So far as Mr. Palmer is concerned, I have heard him tell his experience many times. J. S. W.

GOT WHAT HE WANTED.

Once upon a time a printer brought to Booth for inspection the proof of a new poster, which, after the manner of its kind, announced the actor as "the eminent tragedian, Edwin Booth." Mr. Booth did not fully approve of it. "I wish you'd leave out that 'eminent tragedian' business. I'd much rather have it simple 'Edwin Booth,'" he said. "Very good, sir." The next week the actor saw the first of the new bills on the boards. His request had been carried out to the letter. The poster announced the coming engagement of "Simple Edwin Booth."

—The Bill Board.

DUPLICATED CIRCULATIONS.

NEW YORK May 23, 1898.

Editor of PRINTERS' INK:

Any one who travels into the business section of New York City every morning, whether by "L" roads, trolleys or ferries, will notice that quite a number of newspapers are discarded by their buyers on their way to business, after being perused. It is a mistake to suppose that these "left behind" papers are of no service to the advertisers who patronize their columns, even if we were sure that those who bought and read the newspapers had not seen and heeded the advertisements. A chat with a person who has good reason to be "in the swim" concerning these matters, revealed to me quite a unique business. Many of the newsboys and some of the regular newsdealers of Greater New York get their second supply of morning papers from an organized body of collectors of "early discards" and trainmen, car conductors and ferry hands get a fair allowance from the collectors for saving the papers for them. Morning papers are only considered "good" up to ten o'clock, but even after that some of them may be sold, and some, again, can be used to "pad" returns. Thus hundreds of people unconsciously buy second-hand papers at the full price. When we hear it estimated that between 85,000 and 95,000 newspapers are left behind every morning in the ferry boats, trains and trolley cars of Greater New York—most of them between the hours of 5 and 7—it will be understood that the prompt collection, counting and classifying of these "discards" is a work of great magnitude, and necessitates the co-operation of scores of agents. That it is profitable goes without saying, for 90 per cent of the papers are resold at the regular price.

JOHN C. GRAHAM.

AT THE HUB.

BOSTON, May 25, 1898.

Editor of PRINTERS' INK:

The war has suggested a number of advertising captions. The best one seen in Boston is a pretty cut-out design showing a small boy in a big pair of rubber boots, who is entitled, "A Protected Cruiser." Edw. E. Fowler, manager of the Wilcox Hat Store, distributes a little wood chip to pin on your shoulder; on one side is printed "Remember the Maine," and on the other, "Remember Wilcox's hats." A theater is crowding its matinees by advertising to check babies free. It provides nurses and playthings for the little ones, and cares for them during the performance. FAX.

ABOUT RETURNS.

It is a common plan for business men to keep account of the returns from advertising which the different papers they use bring in. In such a list some excellent papers suffer severely by comparison. Advertisers in other lines like to get hold of these lists for the purpose of discovering the value of the different papers to them. This, however, is not a fair proceeding. It is frequently the case that a certain paper will not pay an advertiser well, but that is no reason why it should not pay another advertiser. It would not pay a man to advertise orange trees in Minnesota, though there are several good papers in Minneapolis, and agricultural machinery has a splendid sale there. It would not pay a man to advertise dairy cows down in the Illinois corn belt, but it would pay him well to advertise hogs. The point we wish to make is this: Do not condemn a paper because it is not profitable when used to advertise some other line of business. It may be the best for you.—Agricultural Advertising.

TO REACH

through
one
medium

All the People

In a great { MONEY MAKING } community
 { MONEY SPENDING }

is the acme of
good advertising

NEWARK, N. J., is estimated to have at least 250,000 population. It is the twelfth city in the United States in the value of its products. The net circulation of the

Newark Evening News

for the month of April was **42,050** daily average; and there you are!

New York Representative, R. F. R. HUNTSMAN,
St. Paul Building, Broadway and Ann Street.

ELECTRICAL SHOW.

Madison

Square

Garden.

2 to 11 P. M.

Admission, 50c

Children, 25c.

The splendor of the spectacle is a minor feature.

From the boilers in the basement to Diana on the tower Madison Square Garden is filled with living moving marvels.

And folk are finding it out. That is why the throngs grow thicker and thicker.

Electricity in Warfare—How New York Harbor is protected by mines and how hostile ships are blown up by them; how the marine torpedo and the dynamite gun do their deadly work.

And the Victories of Peace—Moore's daylighted chapel; Edison's magnetic ore separator; Marconi's wireless telegraphy; an overground view of the underground trolley; the third rail system; the theatrephone; the mutascope; the cosmorama; the X rays up to date, etc., etc., etc.

How Nature Makes Diamonds; the Liquid Forge and Electrical Water Freezing; History of Electricity in Superb Wax Tableaux; Aerial Fountain; Electrical Cascade; Engines, Dynamos, Pumps, Printing Plants—more than you can see in a hurry.

Electrical Cradle, Electrical Cooking, Electrical Flatirons, Electrical Heaters, Electrical Toys, Electrical Elevators, Electrical Five o'Clock Teas—no wonder the women are interested.

50 cents shows you everything—Children Half Price. Bring the little ones by all means. With one-tenth the effort they will learn twice as much about electricity as they can in any other way. MONDAY NIGHT SPECIAL—Phonograph Concert at 8:30. A number of famous selections by experts from the Edison Laboratory. Also Special—Edison Projectoscope.

A five and one-half inch double column advertisement of an electrical exhibition is rare enough to deserve a reduced reproduction in the columns of PRINTERS' INK.

IN CHICAGO JEWRY.

"Extra, allus wegen die milchomo mit Spanier, extra *Courier*," yelled a lot of little boys as they darted out of a building just below Twelfth on Halsted street the other day. Each boy had a bundle of newspapers under his arm, and each one was shouting extra, etc., at the top of his lungs. Some of the boys were stopped by foreign-looking men on the sidewalk, and others ran to streets leading south and east and disappeared. The boys were calling out extras of the Jewish evening paper. When translated their shout meant: "Extra, all about the war with Spain." As there is no word in the Jewish language which has the exact significance of "extra," that borrowed Latin word is lifted directly to the Jewish when its use is required. It is, however, printed in Hebrew letters at the top of the column in which the extra piece of news is printed. The patrons of the paper, which is printed with Hebrew letters, want the news, and they want it just as quick and fast as the people who read the papers printed in the English language. To accommodate the demand of these patrons the paper gets out extras in the most approved American style. The

Jewish publication boasts that it is the only paper printed in a foreign tongue in Chicago which gets out extras. The Jewish paper is called the *Courier*, and it has both a daily and a weekly edition, both published under the management of H. W. Sudavsky.—*Chicago Chronicle*.

OF ONE OVERMASTERING IDEA.

The giants of the race have been men of concentration, who have struck sledge-hammer blows in one place until they have accomplished their purpose. The successful men of today are men of one overmastering idea, one unwavering aim, men of single and intense purpose. "Scatteration" is the curse of American business life. Too many are like Douglas Jerrold's friend, who could converse in twenty-four languages, but had no ideas to express in any one of them.—*Hardware Trade*.

ONE BAD HABIT.

Habit is a good friend but a bad enemy. The habit of continuing to advertise in a paper year after year without keeping thoroughly posted on its value is an enemy that is never worsted.—*The Hustler*.

The Evening Wisconsin.

DAYS	JANUARY.	FEBRUARY.	MARCH.
1	New Yr.	17,286	18,028
2	Sunday	17,435	18,876
3	21,759	17,578	18,114
4	24,120	17,816	17,904
5	24,154	20,772	21,509
6	23,846	Sunday	Sunday
7	23,107	17,808	18,604
8	21,780	17,602	18,009
9	Sunday	17,553	17,871
10	18,091	17,651	17,927
11	18,183	17,829	18,021
12	18,087	21,029	21,363
13	18,313	Sunday	Sunday
14	17,715	17,629	17,839
15	20,098	17,730	17,688
16	Sunday	21,023	17,657
17	17,430	20,797	17,535
18	17,253	18,964	17,354
19	18,935	21,464	20,291
20	17,361	Sunday	Sunday
21	17,331	18,148	17,200
22	20,020	18,454	17,591
23	Sunday	18,102	17,208
24	17,028	17,703	17,265
25	16,924	17,779	17,172
26	17,203	21,789	20,109
27	17,129	Sunday	Sunday
28	17,311	18,820	20,519
29	20,614		18,487
30	Sunday		17,375
31	17,337		17,659
Mo. Totals	481,135	448,761	495,175

Milwaukee, April 1st, 1898.

STATE OF WISCONSIN, } ss.
MILWAUKEE COUNTY.

P. D. O'Brien, being duly sworn, says that he is now, and has been for eighteen years, foreman of the pressroom of THE EVENING WISCONSIN, and has had charge of the presses and paper used in printing THE EVENING WISCONSIN; that he knows of his own knowledge that the average daily circulation for the past three months from January 1st to April 1st, 1898, has been eighteen thousand seven hundred and fifty copies (18,750). The average daily circulation for the month of March was eighteen thousand three hundred and thirty-nine (18,339) copies.

P. D. O'BRIEN.

Subscribed and sworn to before me this 1st day of April, 1898.

W. A. BOOTH,

Notary Public, Milwaukee County.

SOME PRINTERS' INK TESTIMONIALS.

MODEST MERIT MODESTLY MENTIONED.

At the present moment PRINTERS' INK is in want of some genuine testimonials that shall blazon forth the Little Schoolmaster's transcendent merits — not fulsome flattery, but earnest, genuine praise from honest admirers. Testimonials are invited in this open way, because the Little Schoolmaster wants everybody to know

that just now he is aching to be puff-ed. He invites his pupils to compose testimonials with care, write them out handsomely in a bold hand that will stand a photographic production, and then just send them in. Testimonials that do not appear to be written in good faith will go into the waste basket. Such as seem genuine, but are badly written and poorly expressed, will be preserved with loving care, but not used. Such as are well written and genuine, and expressed with judgment, will be reproduced for advertising purposes or copied and commented upon in these pages. For the best dozen

testimonials a sterling Souvenir PRINTERS' INK Spoon will be duly sent, one to each of the dozen writers, and to the writer of the testimonial that is the best, the best expressed, the honestest and the most genuine, there will be sent a solid silver Loving Cup, upon one side of which there shall

be engraved the golden words in which the testimonial was expressed, and on the other the name of the writer, the date, and some account of the object of the cup and the affectionate regard in which the successful pupil is and ever shall be held by his loving teacher. You who admire the Little Schoolmaster and his plain, straight-

forward but modest ways, can not do better than just to write a letter and give expression to your feelings. That letter may bring the Loving Cup. Let it be addressed to PRINTERS' INK, the Little Schoolmaster in the Art of Advertising, New York.—From PRINTERS' INK, December 8, 1897.

The award of cup and spoons will be announced in the jubilee number of PRINTERS' INK, issue of July 6th. Then the Little Schoolmaster will be ten years old. There remains ample time in which to write down confession of admiration for modest merit. Tell what you admire in PRINTERS' INK, and how it has

helped you. If you do not secure the cup or even a spoon you will at least have a chance to show that good-natured appreciation of modesty and merit that goes so far to endear one to one's friends, and to make life worth living.—From PRINTERS' INK, issue of March 23, 1898.



PRINTERS' INK LOVING CUP.

I have been a reader of PRINTERS' INK for the past five years; it has always been full of merit to the adserter as well as to the advertiser and adplacer. As a schoolmaster in advertising it has no equal. May its days be lengthened that its usefulness may continue.

Respectfully,
A. B. HANSON,
With Herald Pub. House.
LAMONI, Ia., March 17, 1898.

I consider PRINTERS' INK contains more meat and genuine information than any publication of its kind in existence, and I manage to get a copy of every issue. It is only those who try to humbug the advertiser and give a false circulation who call PRINTERS' INK a blackmailing sheet.

Very truly yours,
GEORGE LOUTREL LUCAS,
Proprietor Outdoors and In.
NEW YORK, March 28, 1898.

MINNEAPOLIS, Minn., May 2, 1898.
Editor of PRINTERS' INK:
You should receive a bonus from every newspaper in the land. Hundreds of people have been induced to advertise who wouldn't have done so had not the "Little School-

master" been their tutor, and heeding well his teaching has made it possible for those influenced to get results so satisfactory they continue to advertise. I have been a pupil for some years.

C. A. ELMENDORF,
Mgr. Minneapolis branch W. W. Kimball Co., Pianos.

We always read PRINTERS' INK very carefully, and we have no hesitancy in saying profitably. Journals of this character are a great aid to establishments which depend largely for the success of their business on advertising, and we ourselves have often shaped our course by suggestions contained therein. THE KOLA CHEMICAL COMPANY.
CLEVELAND, O.

Our conscience will not let us forego the pleasure of writing you our appreciation of the Little Schoolmaster, to which we have been a subscriber from the beginning of its publication, and the date, 1901, on the envelope we each week receive it in is evidence that we do not mean to do without it for years to come.

Several years ago, at different times, we advertised our agents' and canvassers' ad-

dresses in PRINTERS' INK, by which we found moneyed patrons that we probably never would have known had it not been for the wide publicity and influence of this thorough-going, advertisers' business journal. We can please any new patrons who will call upon us. We have been here in business for twenty years. We welcome the weekly visits of PRINTERS' INK and love it for the enemies it has made.

Sincerely, S. M. BOWLES.
WOODFORD CITY, VT., April 16, 1898.

Office of
THE NEW YORK STORE.
Pettis Dry Goods Co.
INDIANAPOLIS, Ind., April 28, 1898.
Editor of PRINTERS' INK:

The humble advertising man who is sitting in the chair in which Bates once sat, and who is writing at the desk at which Bates once wrote, wants to say that he finds PRINTERS' INK of just as much value as Bates did when he sat at this self-same chair and wrote at this self-same desk. PRINTERS' INK is the weekly pinch of pepper that seasons his ideas. Very truly yours,

FRANK R. JELLEFF,
Adv. Mgr. Pettis Dry Goods Co.

Office of JOSEPH H. BAULAND CO.,
The Great Cash Store,
Fulton and Dufield Sts.
BROOKLYN, N. Y., May 12, 1898.

I have just finished reading the last issue of PRINTERS' INK. To-morrow night I will read it all over again. I want the useful information it contains to stick in my brain. And every line in it is useful. I don't believe there is a business or professional man anywhere that won't be benefited by becoming a student of "The Little Schoolmaster." Every public library and reading-room should have a copy of PRINTERS' INK, for it is chock full of interesting and practical information. Business colleges and public schools should keep it on file, for it teaches successful business methods. I owe whatever success is mine to its teachings. If I hadn't seen a copy of it I would probably be a "count-jumper" at so much "per." What I have written may read like flattery, but I mean every word of it to be true; this is why: PRINTERS' INK gave me my first lesson in advertising ten years ago. I was then a salesman in a store in a small town. Finally I took hold of the advertising for the firm. In placing and writing my advertisements I followed the instructions of my "Little Schoolmaster." Then a position was offered me on a daily paper, which I accepted. The field was too limited for the ambitions which PRINTERS' INK had inspired. In '93 I came to New York, a stranger looking for work. I didn't have to look long. With the knowledge obtained as a pupil of "The Little Schoolmaster" I was soon writing the advertisements of several firms. A year ago the position of advertising manager for Ehrich Bros. was proffered me; I filled the place until recently when I went to Joseph H. Bauland & Co., of Brooklyn, in a similar capacity, and Joseph H. Bauland Co. are the coming firm of Greater New York—there is no doubt about that. I am doing very well, thank you, and it is all due to the lessons learned from my "Little Schoolmaster." Yours for more knowledge through PRINTERS' INK.

JOSEPH E. BAER,
Adv. Mgr. J. H. Bauland Co.

Taking the cue from other writers of testimonials, I will tell what PRINTERS' INK has done for me.

In 1889, I think, I first saw a copy of PRINTERS' INK.

It interested me. It interested me so much that I subscribed for it. Succeeding numbers interested me more and more. I read it, studied it, profited by it.

In 1890 Geo. P. Rowell & Co. offered prizes for the best double-column and single-column ad of their business. As a pupil of the Little Schoolmaster I submitted several ads, with the result announced in PRINTERS' INK of Dec. 10, 1890:

"The best single column advertisement is the one submitted by W. H. Eastman of East Sumner, Me."

This was my first prize for adwriting, and brought me a check of \$25.

In 1891 (July 15) I received a \$50 check from F. H. Cody, Providence, R. I., for the best ad of his wall paper business. About two hundred ads were placed in competition, and Mr. Cody wrote me that he considered "results" in making the award.

In October of the same year I won my third cash ad-prize, this time for an essay on advertising science, \$100 being the prize, and "Danger Signals" the article. (See PRINTERS' INK, Oct. 28, 1891.)

In 1892 I wrote two articles on postal law as related to newspapers. One I published in *Garden Notes*, the other in the *Canton (Me.) Telephone*, and received \$50 for each, winning two of the six prizes offered in this connection.

In 1893 I won the \$100 prize offered by James Vick's Sons, seedsmen, Rochester, N. Y. This was for a three-inch double-column ad published in the *Rumford Falls Times*. (Later I won a \$50 prize for a single-column ad from the same source.)

But I fear your space will not permit an enumeration of all the direct cash returns that have come to me every year through the study of PRINTERS' INK. I will barely mention that one of my winnings was against a competition of 10,759; in another contest I made three entries, and each was awarded a cash prize, and PRINTERS' INK of Aug. 5, 1896, commenting on the prizes won by me (in connection with the \$100 award for my American Newspaper Directory ad) says that the number is probably greater than were ever before won by any writer of advertisements.

None of this work would have been possible to me had I not been a pupil under the Little Schoolmaster.

I might add that I have found the advertising columns of PRINTERS' INK of value, a notable instance being a fifty-cent ad that brought returns to the amount of several hundred dollars.

But my testimonial is already too long. My next one shall be shorter, and the pronoun I will be eliminated. Sincerely,

W. H. EASTMAN.
EAST SUMNER, Maine, May 21, '98.

Office of
B. ALTMAN & CO.,
NEW YORK, May 18, 1898.

Editor of PRINTERS' INK:

In presenting this testimonial as to the merit of your excellent publication, I believe I express the conviction of almost every thorough advertising man as well as a large number of the merchants of the United States in stating that PRINTERS' INK has long been recognized as the highest exponent of advertising, and continues to-day to be the leading instructor in this very difficult sphere. It is invaluable. The articles appearing in its columns from time to time are exceedingly interesting both to the advertiser and publisher. Respectfully yours,

DAVID ROBINSON,
Advertising Manager of B. Altman & Co.

WINDOW DISPLAYS.

From a mass of suggestions as to window dressing, in various periodicals, the following are extracted:

This is a window display which can be used for different lines of business. Cover the window floor with excelsior dipped in green paint, so that it will resemble grass. Make a frame for a miniature tent, and cover it with white muslin, with an opening for the door at the front, facing the street. Place this tent at one side of the window. In its doorway arrange samples from stock, shoes, or hats, or books. In these patriotic days, do not forget to fly a little flag from the tent pole. Place a small cannon at the other side of the window, and have a placard on it to read appropriately, as for instance: "Our goods hit the mark," or "We capture the public." For a background have rows of cheese-cloth, in the national colors, running up and down in plaits. To heighten the effect, insert a mirror. For the sides arrange one in blue, with white stars, and have the other of stripes of red and white, running up and down. Have the entire flag as a roof.

For a shoe display, yet which might be utilized for other wares, here is something not requiring the expenditure of much time or trouble: Have mirrors on the sides and back of the window. Frame these in plaits of white cheese-cloth, the cheese-cloth covering all the remainder of the sides and back. Cover the floor with white cheese-cloth puffed. Now construct three good-sized arches, the largest in the middle. These can be made very easily of wire. Cover these with similar cheese-cloth puffed. Place under each of the end arches a stand. This can be an ordinary soap or starch box. Cover each stand with white cheese-cloth. Now sprinkle the whole surface with diamond dust. Arrange samples from stock according to taste.

For the windows of a stationery store, build a staircase like a flower-stand. Cover it with white tissue paper. The staircase is to extend from the glass to the back, in four steps, each about one foot in height. Now roll cardboard into cornucopias. These are to be of bright colors and of different sizes. Place these back of the stairs and arrange them like a fan, the largest in the middle. Select from stock four different kinds of goods, one for each step. Thus for the first, all kinds of inks. For the second all kinds of pens, pen-holders and pencils. For the third, paper weights, paper cutters, and so on. For the fourth, sealing-waxes, rubbers, blotter-rollers, and so on.

A window display which would be appropriate both for bicycles and for dry goods, or women's wear, is the following: The background, sides, roof and floor of the window can be made according to taste. The interest centers on the figure. This is that of a handsome female mounted on a bicycle. By means of a home trainer, attached to a motor placed in the window, yet not to be seen, the wheel revolves, and the figure appears to propel it. The motor under the wheel is covered in any way that may be desired. The more natural and pleasing the face and the figure, the better the display. The hands can be kept on the bars and the feet on the pedals by means of stout rubber bands. A strap and a buckle will hold the figure in position on the saddle. The wheel should be placed so that it almost faces front.

A millinery display for the window, which can be made very effective, is as follows, much depending, of course, on the colors used, and the selection of the background: Use puffed cheese-cloth of whatever color you may choose for the floor, the roof and part of the sides and back of the window. On each side, however, have a looking-glass, the cheese-cloth serving for a frame. In the back have a large oval-

shaped opening, and through that display whatever you may desire. For that purpose a painting might do, or if that can not be had, say a fine rug, or even a tasteful bed spread. Make your display of hats mainly on the floor of the window, and on a few brackets. Interperse with hat frames, ornaments, feathers, etc.

The exercise of a little ingenuity can make a valuable advertisement for the druggist through his window display. Take for instance sponges. A little patience and practice will enable him to make the most ludicrous human figures of these. Run a sharp-pointed wire through these, and bend the wire properly, and you can make him assume almost any attitude. And to dress him, if you so desire, all you require is tissue paper. Thus your figure can be made to do anything you desire. And the use of placards, appropriate to anything which you may wish to display in conjunction, will make the show quite impressive. Thus, if you wish to, you can make him ride a bicycle, or play at golf, or even put into practical use some of your wares, as sit down to a glass of soda water, or a bottle of malt extract. The sides and the back, roof and floor of the window should be draped with cheese-cloth. And then arrange an assortment of your stock tastefully around the window, with the figure disposed as you wish—toilet waters, perfumes, brushes of all kinds, patent medicines, soaps and so on. You can place cards around too, to advantage.

A very simple window display can be made of fans, as follows: Cover the entire back of the window and the sides also with yellow cheese-cloth in plaits. The roof and floor can be covered with the same material, stretched tight, or not covered at all. Now arrange yellow palm-leaf fans in neat designs, according to taste. Place goods from stock, one each before each fan, such as for instance hats, or shoes, or books. By way of contrast, artificial flowers or leaves worked in here will be effective.

A FANCY ROAST.

"PRINTERS' INK'S" METHODS STRIKE A J K L PUBLISHER SPEECHLESS.

Office of the
"NILES DAILY STAR,"
F. W. Cook, Editor.

Oldest daily paper in Berrien County.
Established 13 years. Largest circulation.
NILES, Mich., May 16, 1898.

Michigan City News:

I notice that you occasionally roast Geo. P. Rowell & Co. and their PRINTERS' INK. Will you be kind enough to give me some "pointers" that I may be enabled to learn something, perhaps, to my benefit?

Fraternally yours, F. W. COOK.

F. W. Cook, Niles, Mich.:

DEAR SIR—Noting your inquiry, we speak of Rowell & Co. and PRINTERS' INK from a general business principle and of their general methods of doing business. It would take pages to do them justice.

Very respectfully, THE NEWS.

HE SHOULD.

Every advertising manager should know enough about paper stock to enable him to choose the most suitable and economical kind of paper for each piece of printed matter. He should understand all about half-tones, zinc etchings, wood cuts and electrotypes.—*Advertising Experience.*

THE DANGER OF SELF-DISTRUST.

The indifferent man will never succeed in any undertaking. To be successful one must believe in his own power and ability to win.—*Ad Sense, Chicago, Ill.*



"Announcements that Appeal to the Refined Home are what We Want"

Experimental advertising should be started in a single high-grade publication having a circulation large enough to prove whether the scheme is right or wrong. If successful, other good mediums can then be added.

Where the specialty to be pushed appeals to the average, well-to-do home, the first magazine used should be the

Woman's Home Companion

which has over 300,000 subscribers—million and a half readers—and charges but \$1.75 a line, with ample discounts for space.

The Companion rate is lower, in proportion to circulation, than its only competitor in magazine quality, therefore if an advertising scheme is wrong and bound to be a loss anyway, the saving in the Companion, by reason of a lower sum total, is well worth the consideration of every new advertiser.

Go cautious till you KNOW—then push hard.

MAST, CROWELL & KIRKPATRICK, Publishers

NEW YORK
108 Times Bldg.

SPRINGFIELD, OHIO

CHICAGO
1643 Monadnock Bldg.

NOTES.

A SIGN in a Newark window reads, "Plane board for working men."

A BROOKLYN dry goods house is having a large sale of American flags, and a window full of them bears the inscription: "These colors won't run!"

"REMEMBER THE MAIN" is a display line on a folder. On the next page the sentence is continued "points of interest relating to Pelham Farms Kumyass."

A PHILADELPHIA, Pa., dealer in baby carriages advertises: "Americans Wanted, from three months to three years of age, to fill vacancies in the finest line of baby carriages ever seen in Philadelphia."

In view of the advance in the price of breadstuffs, a Jersey City baker uses the following window card:

OUR BREAD RISES EVERY DAY, BUT NOT IN PRICE.

WILLIAM J. CLARK, for over twenty years cashier and expert accountant for the well-known Philadelphia advertising agency of N. W. Ayer & Son, has resigned his position, and will take a well-earned rest at his home at Ardmore, Pa.

PROF. JAMES M. MUNYON has cabled to President McKinley from London as follows: "You may draw on my Philadelphia house for \$500,000 worth of medicine as my contribution to the army and navy." It is not stated whether the intention is to use the pellets as ammunition.

THE idea of presenting performances of the Passion Play is a new and novel one in department-store advertising. C. H. Carroll & Co., Rochester, N. Y., advertise four such performances daily, with free tickets with each purchase of twenty-five cents' worth of goods.—*National Advertiser*.

Successful Advertising, issued from London by the Smith Printing and Publishing Co., at 2 shillings, is just such a book as a new advertiser likes to absorb. It contains articles on Successful Advertisements, How Advertisers Have Made Money, Schemes for Pushing Trade, etc., as well as lists of English papers, with rate cards.

OUTSIDE advertisers are fast becoming aware that Yale University is a fertile field for advertising seed. Recently the Ripans Chemical Company of New York distributed a large number of their beautiful cards to Yale men. They are evidently aware that college men are always on the lookout for something novel for room decoration, and these cards are certainly things of beauty.—*Evening Leader, New Haven, Conn., May 21*.

THE New York Voice says that the Prohibition cause "needs men in every locality who will go forward, risking everything, whether others follow or not—men who in the teeth of 'things that seem,' in the teeth of misrepresentation and prejudice and hate, in the teeth of appetite and passion will say that the liquor business is evil, and evil only; that the whole license system is a colossal financial, political, social, intellectual and moral blunder, and must end." Therefore it offers five one-year subscription certificates for \$5, the regular price being \$1.50 each.

A "PROSPERITY CONTEST" has been started by the Denver Times. It offers prizes of \$5, \$3 and \$2 for the best essays of 300 words or less about any of the advertisers who use from four to nine lines in the columns under the offer. Each advertiser also offers \$2.50 for the best essay on the goods he offers, the best description of his store, or the best article on the topic in which he is chiefly concerned. An optician,

for instance, offers it for the best article on "Eyes"; a typewriter concern offers it for the best on "Typewriters." But most of them want a description of the store or some specialty sold.—*Press and Printer*.

To advertise itself, the daily *Republic Times*, of Springfield, Ohio, recently gave a free entertainment at the Opera House to the school children of the city. Admission was by ticket, given to the children who called at the newspaper office and presented three coupons cut from the paper. It is said two thousand attended. Another plan was the distribution of some five or six thousand scratch pads to the school children free. Each leaf of the pad contained a different advertisement of the paper. Now the pads are being used in the schools and in the homes, and the publisher believes they were effective.

CO-OPERATION in a broader sense than that upon which the Ohio Associated Dailies is founded forms the basis of the newly organized Michigan Associated Dailies. In a nutshell, the controlling thought in this organization is "A Business Organization for the Advancement of Mutual Interests." From an office in the city of Detroit, maintained by the organization, and presided over by a special representative, the members of the association transact their foreign advertising business, purchase supplies in quantities, and receive an afternoon telegraphic service that is excellent in quality and quantity only by that of the Associated Press.—*Newspaperdom*.

Classified Advertisements.

Advertisements under this head, two lines or more without display, at cents a line. Must be handed in one week in advance.

WANTS.

25 CTS. a line for 50,000 proven. WOMAN'S WORK, Athens, Ga.

EASTERN representation by a man who now has two leaders. "E. R." Printers' Ink.

MANAGEMENT adv. dept. of first-class weekly or monthly; experienced. "N." Printers' Ink.

WANTED—Novelty for mail-order trade. Address BUCKEYE BOOK CO., box 399, Lima, O.

PERFECT half-tone cuts, 1 col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

A LINOTYPE machinist and operator desires to care for a small plant and operate one machine. "J. H. C." Printers' Ink.

I PAINT metal roofs. Work guaranteed for 10 years. HARVEY ENGLISH, Albany, Ga. English paint stops leaks; Yes It Do.

MAIL order men, write for our proposition; clean goods; large profits. 613 Consolidated Exchange Building, Chicago, Ill.

LINOTYPE machinist—Position; can operate; no burrs; all-round printer. S. F. MANDIGO, 141 Blossom St., Fitchburg, Mass.

\$22,000 EARNED by one agent with free outfit in 5 years. Several earn \$1,000 yearly. P. O. 1371, New York.

A FIRST-CLASS, experienced and well-recommended linotype machinist will take charge of a large plant of machines. "VA." Printers' Ink.

HOW TO MAKE CUTS.

H in a practical manner, in an establishment where half-tones and zinc etchings are made for the trade. For terms, etc., address D. C. BITTEL, 65 Washington St., Chicago.

WANTED—Advertisers to know that we have a larger circulation than any newspaper published in the Valley of Virginia. Advertising rates furnished on application. Address THE WINCHESTER PRESS, Winchester, Va.

PRINTING and advertising—Position as manager of printing and advertising department of manufacturing concern or as superintendent of printing office; practical knowledge of every department. Address Box 1136, Meriden, Conn.

WRAPPERS to wrap. Buy a \$4 economy wrapper pasted, and do the work twice as quick, better and without "muss." Great time saver. In stock all branches **A.M. TYPE FOUNDERS CO.** See addresses under "Advertisement Contractors."

LETTER HEADS
If you admire fine letter-heads on the stationery of your correspondents, it is a good reason why you should order a lithographic letter-head plate, and thus have a letter-head as fine as the finest. Price only \$8.75; buildings, etc., extra. For use on ordinary printing presses, yet giving the effect of expensive lithographic work. Sketch submitted on approval.
W. MOSELEY, 94 Hill St., Elgin, Ill.

WE WANT HIGH-GRADE ADVERTISEMENTS CAN WE GET YOURS?
50,000 GUARANTEED CIRCULATION.
Rates, 35 cents per agate line, each insertion. All ads next to reading matter.
\$ 1.00 buys 4 lines \$ 14.00 buys 4 inches
1.25 " 5 lines 17.50 " 5 inches
1.50 " 6 lines 21.00 " 6 inches
1.75 " 7 lines 24.50 " half col.
2.00 " 1 inch 49.00 " one col.
2.50 " 2 inches 98.00 " half page
3.00 " 3 inches 147.00 " 1 page
Only first-class matter accepted. Parties without good commercial rating must send cash with order. Cuts must not be over 23-16 inches wide. Copy for an issue should reach us by the 25th of previous month. An adv. that will pay anywhere will pay in **WOMAN'S WORK, Athens Ga.**

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

ADVERTISING AGENCIES.

W. E. WHITESEY, New Haven, Conn., newspaper adv'g. with lowest rates, prompt service, business increases, facilities improve.

AIDS TO PUBLISHERS.

PUBLISHERS' profits increased. Periodicals planned, organized, criticised, vitalized; sales negotiated. **E. P. HARRIS, 150 Nassau St., N. Y.**

CUTS FOR ADVERTISERS.

CUTS—We tell you how to make them for \$1. No camera, no tools, no experience required. Particulars for stamp. **C. D. LOVE, Coshocton, O.**

CIRCULAR LETTERS.

CHAS. A. FOYER CO., Times Bldg., Chicago, produces fac-simile typewritten circular letters by the thousand or million. Best work, lowest prices. Samples free.

INFORMATION.

WHAT is it you want to know? Information on any subject, no matter what. Minimum fee \$1. **ASSOCIATED TRADE & IND'L PRESS, Dept. Research and Inquiry, Wash., D. C.**

SUPPLIES.

VAN BIBBER'S Printers' Rollers.
THIS PAPER is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York.** Special prices to cash buyers.

ELECTROTYPES.

MERCHANT'S LINOTYPE METAL.
Stereotype, electrotypes, reliable, uniform, pure. Many of the largest papers use it. It needs no trial order. Inquiry solicited. **MERCHANT & CO., Inc., Manufacturers, Philadelphia, Pa.**

ADVERTISING NOVELTIES.

CUBAN matchless letter opener; quarter-size fac-simile. Thousand lots with your name, 5 cents each. Samples postpaid, 10 cents. **GOODWIN & KINTZ CO., Shelton, Conn.**

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

MAILING MACHINES.

MATCHLESS maller, \$12 net. "beats the beater." **REV. ALEX'DR DICK, Meridian, N. Y.**
HORTON maller (\$30 net), used exclusively by *Ladies' Home Journal*, edition \$50,000, who write: "We save the cost of a machine in knife sharpening alone every four months." You can't afford to use any other, even if it costs more than the Horton. In stock all branches **A.M. TYPE FOUNDERS CO.**

MISCELLANEOUS.

SEND your name on a small postal for a sample of my *Large Postal* for advertisers. Largest and strongest on the market and only \$2.75 per 1,000. **WM. JOHNSTON, 10 Spruce St., New York.**
PILES cured quickly and permanently by Dr. Brown's Pile Cure. Used by many physicians in practice. Price 25 cents.
CATARH and the headaches it brings relieved, and permanently cured. Hay fever and asthma vanquished by Dr. Brown's Cure. Price 25c.
BALD HEADS and gray, faded hair cured. 1 Month's trial 25c. All by mail. Address **BROWN MED. CO., DEPT Y, Youngstown, Ohio.**

ILLUSTRATED ADVERTISEMENTS.

HALT! Be abreast of to-day. Fifteen War Cuts with striking headings—appropriate for all lines. Price \$5, cash with order, for cuts and headings. The most original and timely series ever offered. Restricted to one dealer in each line in a town. Be quick. Will write up the ads, if desired, without further charge. Refer by permission to **PRINTERS' INK, HAVELKA & REISSMAN, Writers, Designers and Illustrators, Temple Court, New York.**

PRINTERS.

STEEL die embossing is one of our specialties. Our prices bring it within the reach of all. **ATOZ PRINTING CO., South Whitley, Ind.**
IF you are a believer in printing that makes a hit, it will pay you to send your order to **THE LOTUS PRESS, Printers, 140 W. 23d St., N. Y. City.**

UP-TO-DATE printing that turns your opponent green with envy; that's the kind we furnish; the equal of any city office at country prices. **JOHNSTON & PECK, experts, Newburgh, N. Y.**

PRINTERS need our new Touraine old style Italic, Priory Text and new 6-point sizes of Jensen old style and Jensen Italic. They will satisfy the severest critics. **A.M. TYPE FOUNDERS CO.**

FOR SALE.

\$1 BUYS 4 lines, 50,000 proven. **WOMAN'S WORK, Athens Ga.**
MONTHLY class publication, estab'd six years, for sale; good reasons for selling; excellent chance for good man. **RISLEY, 211 S. 16th, Phila.**
FOR SALE immediately, for cash, one-half interest in Charleston (Ill.) **PLANTBREDAER, Inc.,** incorporated; established 39 years; splendid plant; business prosperous; good reason for selling. Address **C. H. UHLER, Charleston, Ill.**
FOR SALE—A daily newspaper in a brick Northern city of 40,000, well equipped with everything necessary for issuing 4 or 8-page paper; perfecting press; well established, but need development. Opportunity for a wide-awake newspaper man. Seller can not attend to it. Address "BARGAIN," care Printers' Ink.

Push—Energy—Prosperity. The LEDGER well in adv

ONLY MORNING PAPER
OF THE ...
CITY OF DESTINY.

Tacoma

Published at Tacoma, Washington, the gateway to the Pacific, at the
between land and sea or tra

JUST ONE OF TACOMA'S IMPORTS

No one port in the United States
receives as much Tea
through imports as Tacoma.

The following table shows the total
amount of Tea imported into the
United States each year for the past
eight years, and the amount import-
ed at Tacoma:

Season of	Lbs. Imported Through Tacoma.	Lbs. Imported into the U. S.
1890	11,600,019	83,886,829
1891	15,000,900	83,453,335
1892	11,000,000	90,079,039
1893	22,500,000	89,061,287
1894	24,500,000	93,518,717
1895	43,444,000	97,253,458
1896	25,314,000	93,998,372
1897	27,600,643	Not yet obtainable

Tea Statistics by Pacific Coast Ports for the year 1897:

Lbs. tea imported through
Portland 2,246,120

Lbs. tea imported through
Seattle (Dec. 1, 1896, to
Nov. 30, 1897)..... 5,368,023

Lbs. tea imported through
San Francisco 14,393,726

Lbs. tea imported through
Tacoma 27,600,643

More tea was imported through
Tacoma in 1897 than through
Seattle, Portland and San
Francisco combined.

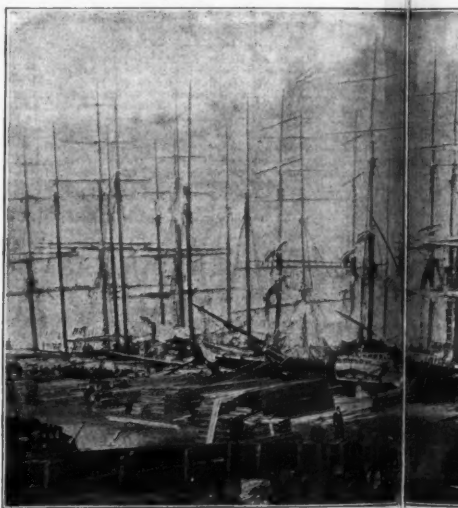
165 Cargoes of Lumber were shipped from Tacoma in 1897.

211,708 Barrels of Flour were shipped from Tacoma in 1897.

5,338,791 Bushels of Wheat were shipped from Tacoma in 1897.

Total Exports and Imports of Tacoma for 1897 were \$12,703,913.

Tacoma does nearly as much Foreign Business as Seattle and
Portland combined.



VESSELS LOADING LUMBER AT ONE OF

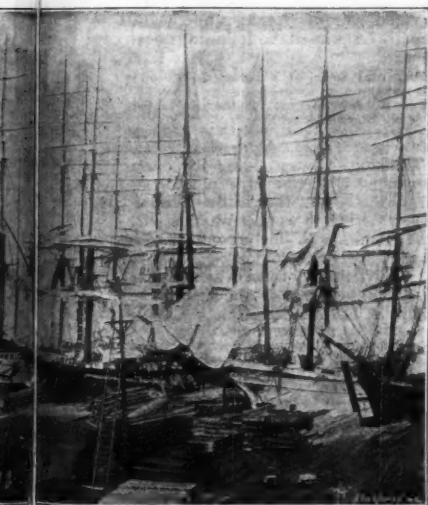
ADVERTISERS CAN REACH THE GREAT COUNTRY TRIBUNE

THE S. C. BECKWITH SPECIAL AGENCY,

ell in advance of Tacoma's Wave of Better Times!

a Daily Ledger

Pacific, at the head of navigation on Puget Sound and the junction
of sea or trade with Alaska.



R AT ONE OF TACOMA'S BIG MILLS.

COAL AND LUMBER SHIPMENTS.

Tacoma Excels in Shipments of
Coal and Lumber.

Tons of coal shipped
coastwise from Seattle
in 1897295,188

Tons of coal shipped
coastwise from Tacoma
in 1897344,441

Feet of lumber shipped
coastwise from Seattle
in 189722,382,397

Feet of lumber shipped
coastwise from Tacoma
in 189775,858,844

These figures have been furnished
by the Port Warden of Seattle and
the Harbor Master of Tacoma, and
are therefore official. From them
it appears that Tacoma did about
17 per cent more coastwise coal
business than Seattle, and about
3½ times as much coastwise
lumber business as Seattle in
1897.

The following figures show the
outputs of the Seattle and the Tacoma
mills for the year 1897:

Lumber, (Feet.)	Laths.	Shingles.
SEATTLE.		
42,855,091	4,358,020	63,122,000
TACOMA.		
130,414,838	22,678,956	178,588,000

THE TACOMA DAILY LEDGER

is the only Sound Money Republican Daily
Paper in the State of Washington.

THE TACOMA DAILY LEDGER

is the only Morning Daily Paper published
in Tacoma.

THE TACOMA DAILY LEDGER

is the Only Daily Paper Published in Tacoma
with from 8 to 24 pages daily.

Over 4,000 New Subscribers have been added to THE TACOMA
DAILY LEDGER Lists since July 1, 1897.

CONTRIBUTORS TO TACOMA THROUGH THE TACOMA DAILY LEDGER.

NEW YORK AND CHICAGO.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century. Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 35 cents a line; six words to the line; pearly measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, JUNE 1, 1898.

AN advertisement of Pears' Soap says: "Pears' Soap and an Anglo-American alliance would improve the complexion of the universe."

SOMETIMES the men who know the most about advertising get the least results from it, while the tyro who knows nothing "goes it blind" and makes a pile. But as this is the exception rather than the rule, it would not be wise to "go it blind."

THE word brochure (pronounced bro-shur(e)), with the accent on the last syllable) is defined by the Standard Dictionary as "a brief treatise, printed and stitched; pamphlet; slight sketch." Among advertisers the word is widely employed as a synonym of "booklet," and when so used is usually taken to imply typographical or artistic daintiness. It is not a particularly good word; but there is no doubt that it is fast becoming a popular one.

THE *Show Window* is the name of a finely printed and illustrated monthly issued from 1130 Caxton Building, Chicago, at \$1 a year and devoted to artistic window dressing. It describes good windows, gives prizes for photographs of others, and aims to stimulate taste and talent in its field. It claims a circulation of ten thousand copies a month. At present it is forming a national association of window dressers, the object being a mutual interchange of ideas.

THE Publishers' Commercial Union of Chicago issues a book of credit ratings of advertisers and advertising agents, which contains the only complete catalogue known to PRINTERS' INK that enumerates all the advertising agents, real or pretended, and to make known the claim of each to credit based upon responsibility. It is understood that the list of agents can not be secured from the company apart from its entire service, which costs \$20 a year, and is worth it.

MR. CHAS. AUSTIN BATES recently wrote a booklet for a firm of Philadelphia furnace makers. On the first page appeared the picture of a very dejected son of Adam, underneath whom were printed the following questions:

This man is somebody's customer,

Is he yours?

Does that hurt look on his face lie to the debit side of your ledger?

Are you responsible for the things this man is thinking away down in his æsophagus?

Thinking "away down in one's æsophagus" is so novel a physiological process that the Little Schoolmaster is led to wonder whether Mr. Bates thinks with his æsophagus instead of his brain, and if so, whether the innovation is caused by the poor quality of his brain or the superlative quality of his æsophagus.

AN information bureau has been established by the Detroit Convention and Business Men's League, which will be under the general supervision of Secretary O. A. Bierce. The objects of the bureau are to provide contributors and members of the association with reliable information regarding the financial condition, purposes and methods of charity organizations and advertising institutions. Particular attention will be given to fake advertising and charity schemes. "It is really surprising the extent to which clever operators work upon the credulity of the public by advertising dodges and schemes of extortion under the guise of charity," said Secretary Bierce yesterday. "P. M. King, of a Chicago information bureau, avers that \$200,000 is taken out of Detroit each year by operators from New York and Chicago. I know of one New York gang that secured hundreds of dollars from local business men by working a plausible charity scheme."—*Detroit Free Press*.

The merchant who is wise enough to exclude all charity advertising from his business stands in no need of an information bureau from which to learn whether a request to take space comes from a legitimate charitable organization or from one that exists only in the solicitor's lively imagination. Both are alike to him so far as excluding them from a share in his advertising appropriation is concerned.

THOSE who have the erroneous impression that the time for sending in testimonials in competition for the PRINTERS' INK Loving Cup has expired, are reminded that the award will not be announced until the Jubilee issue, July 6. Genuine heartfelt testimonials as to what good the Little Schoolmaster has accomplished for his pupils are still desired, and the solid silver Loving Cup intended for the writer of the best testimonial has not yet been awarded. Every reader of this has a chance to win the Cup, or to carry off one of the twelve silver spoons that are to be given to the twelve competitors whose testimonials are adjudged next in merit. If all those who admire the modest merit of the Little Schoolmaster should give expression to their feelings in words, the multitude of praises, the jewels of puffs, would overcrowd the pages of the few intervening issues of PRINTERS' INK, which are only four, viz., June 8, 15, 22 and 29.

THE United States Vitascope Exhibition Co., of 2 East 120th street, N. Y., intends to interest advertisers in a new development of vitascope advertising. For twenty-five dollars a month the advertiser's moving picture is thrown upon the curtain twice a night, at whatever place the exhibition happens to be given, which is always within a radius of three hundred and fifty miles of New York City. The performances are always street exhibitions. As an indication of how the pictures are used, the following, used for Brown's Soap, is given: A room is shown where a woman is bending over a washtub, while upon the clothes-line in the apartment hang garments of snowy whiteness; a "White Angel" (a sweeper in the New York street cleaning department) dressed in a white suit enters, and the woman points to his soiled appearance in disgust; in another second he has divested himself of his pants, and she has returned them to him clean and white; he then hands over his coat, and the act ends. The whole scene has taken but a minute and a half. A sign calls attention to the fact that it is Brown's Soap which has accomplished the transformation. Then follows another advertiser's little pantomime, until, after about two hours, the entire performance folds up its tents like the Arabs, and as silently steals away.

MAKING TOO MUCH OF THE ADVERTISER.

By Frank A. Munsey.

As I look over the field of journalism I am impressed with the feeling that many publishers—I had almost said most publishers—have a far too sacred regard for the advertiser. He is a little tin god in their eyes. They bow down to him, worship him. They yield to his demands and trundle to his eccentricities. Independence, dignity, the publication itself, all fall down before him. The best space is given up to him. The reader is nothing; the advertiser everything.

What a pitiable mistake; what a short-sighted, weak, unwise policy. The true journalist knows no advertiser in the editing of his journal. He knows only the reader and the reader's interests. The news has the best place in his paper. It is not sunk beneath some ugly pill advertisement. It has the top of the column and all the desirable columns.

The reader should be first, last and all the time in the thoughts of the editor. A newspaper should be made for the people—not for the advertiser. And the newspaper that is made for the people will have the circulation, and circulation compels the recognition of the advertiser. The advertiser has no sentiment. He buys advertising space as he would buy wheat. He spends his money where he can make a profit, and he makes his profit where he reaches the people.

I would not wish to be understood to mean that the advertiser should be treated cavalierly or indifferently. There would be no sense in this, no business in it. The advertiser is as important to the newspaper as the newspaper is to the advertiser. But the first duty of a publisher is to make a newspaper in the best possible sense, and then give the advertiser the best possible treatment consistent with the first rate editing of his publication.

PEOPLE do not buy papers or periodicals for the advertising they contain. The advertisements are mere incidentals which are generally glanced at in cursory fashion, if at all. If they embody a striking illustration or a striking statement or novelty of any kind, they are likely to arrest the reader's eye and induce him to read what is printed, and if this is of a nature that appeals to reason or excites curiosity it will be remembered and he will write for catalogues or information or visit the advertiser's store. When this is brought about the ad has performed its mission and correspondence or salesmen must do the rest.—*W'heel.*

THE ETHICS OF MEDICAL JOURNALISM.

The *Medical Record*, a weekly journal of medicine and surgery, George F. Shrady, A. M., M. D., Editor, and Wm. Wood & Co., 43 East Tenth street, New York City, Publishers, contained in a recent issue the following interesting comments :

The proprietor of a much-advertised patent medicine, who is himself thoroughly familiar with the art of advertising in all its branches, has been having lots of fun with some of our esteemed contemporaries. Being of a jovial disposition, he has mercifully not kept the joke to himself, but has shared it freely with the doctors in the land, somewhat to the disgruntlement, we fear, of the fish who too greedily snapped at his bait, to find it nothing but flannel.

This amusing gentleman wrote out a flamboyant advertisement of his patent remedy, which remedy, he said, was on sale "in many grocery stores, restaurants, saloons, and other places where it is not usual to find a medicine." A copy of this was sent to each of one hundred and nineteen medical journals in the United States and Canada, and accompanying it was a letter inquiring whether the advertisement would be acceptable as written; if not, what changes would be necessary; and if accepted, what the price would be for one insertion or for a full year. Sixty-six of the papers addressed probably suspected something or else regarded the inquiry as an impertinence, and sent no reply whatever. Of those that did vouchsafe an answer, twenty-three rejected the proposition, some with scorn, others with regret. The remaining thirty yielded to the tempter, most of them unconditionally, a few asking for more or less immaterial alteration in the wording of parts of the advertisement. All the replies, both affirmative and negative, are published, and it is humiliating to note the avidity with which the bait was gulped down—bob, hook and sinker—by some editors who boast of the huge circulation and lofty moral tone of their journals. Of the fourteen journals approached in Chicago, the headquarters of the American Medical Association and supposed to be sodden with ethics and high principles, six accepted the patent-medicine advertisement. On the other hand, in New York City, the alleged hotbed of heterodoxy and lair of unethical brigands, thirty journals were tempted and only six fell, and of these six only *Pediatrics*, *The Medical Ex-*

aminer, and *The Polyclinic* have any standing as legitimate journals.

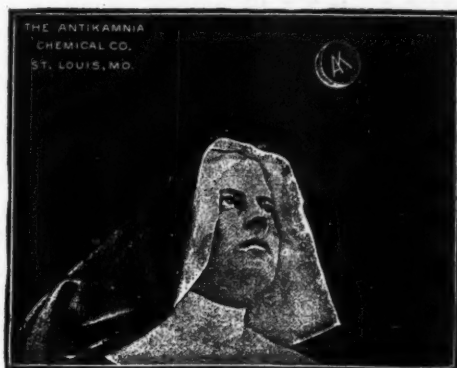
Many other interesting comparisons might be made in a study of this entertaining pamphlet. For example, not a single homeopathic or eclectic journal, so far as we can see from a careful reading of the list, lowered its flag for the sake of the patent medicine man's money; the sinners were "regulars" all. Philadelphia also made an honorable showing, only one periodical of any importance having yielded to temptation. Fortunately the youngest of the local journals was not approached, only papers with a circulation of one thousand and upward being considered worthy game. We say fortunately, for this serio-comic weekly, while always protesting it would ne'er consent, has usually consented, and so it is possible the editor would have fallen in line with the other gold seekers had the opportunity been offered him, stipulating perhaps for the insertion of a few orthographical peculiarities in the ad. The advertising manager of a house which publishes one journal in Philadelphia and another in New York accepted the advertisement, subject to the approval of the editors, which he thought might be fully counted upon; he was disappointed, however, for both journals are in the list of those which refused to sacrifice principles for cash.

The ingenious gentleman who got up this trial of virtue deserves our thanks, for he has contributed largely to the mirth of medical journalists, and has suggested a subject pregnant with amicable discussion for the Denver meeting of the American Medical Editors' Association.

A New York State physician, who is a subscriber to the *Medical Record*, writes to PRINTERS' INK :

"As this same journal has frequently of late contained advertisements of Syrup of Figs, the editor's ridicule of other medical publications seems rather inconsistent, and it seems to me he should be called down."

Making an examination of the particular number of the *Medical Record* referred to, the Little Schoolmaster came across the two advertisements reproduced on the opposite page. These go to show that there may be such a thing as "the ethics" of medical journalism, but it would be hard to tell just what a medical journal will object to and just what it will jump at.



A LIFE BUOY

Pabst Malt Extract, The "Best" Tonic, is a combination of stimulating and nourishing substances produced by a pure fermentation of the natural ingredients of malt and hops. The fermentation is conducted absolutely free from any foreign organisms, disease germs, etc., under scientific supervision, and according to the modern principles of bacteriology.

The Tonic Department of the Pabst Brewing Company is always open to the inspection of physicians.

Pabst Malt Extract

The Best Tonic

WINDOW DRESSING AGAIN.

By Edith R. Gerry.

That there has been a great deal of preaching done upon the subject of window dressing, I know full well, but it would seem that even those who thoroughly realize the power of advertising have not accorded just importance to this valuable branch of publicity. Window dressing is just as important as newspaper advertising. In fact, it is almost an indispensable part of advertising, playing the part of the poster much better than the poster does itself. It should have as careful attention as the newspaper advertising. It should be in the hands of a man just as capable as the advertising manager; and, moreover, one who fully appreciates the fact that advertising is the steam which propels the engine of business. In one way, window dressing is certainly more valuable than newspaper advertising may ever hope to be, because, although, it has not so much certain "circulation," its display is much more prominent, and it places the real article right in one's eye, and we all know how much quicker pictures tell a story than type, even if the type is read, and very many people will look in windows who will not read advertisements. In many of the large stores there is a capable man in charge of this branch, but he is usually treated as an alien. He has to fight to hold his own, and is looked upon in the light of an usurper who is trying to "do" everybody, and must be promptly squelched.

The windows of a store are like the index to a book—they tell what is within. If they are judiciously and artistically arranged, so that the effect is attractive and interesting, the impression is one which will be pleasantly remembered, even if it is not acted upon at once. We are most of us influenced by effect. It is only the artistic or scientific mind that tends to dissection, and because a window is attractively dressed it does not follow that a window must be richly dressed.

Very many people, before deciding just what they want to buy, and where they want to buy it, "look in the windows." Especially is this true of the class who have not the time to do their gazing by daylight, but must gaze at night after the stores are closed. All merchants concede that the real profit lies with these people, and certainly every endeavor should be made to

make it as easy as possible for them to part with their money. The shades should be up at night and the lights bright. This will always attract the attention of those who pass, even if they are not thinking of such things, and will prove very effective advertising. These passersby will purchase sometime, and then it is pretty sure to be at the store whose window display has attracted and pleased them most, notwithstanding the fact that the other stores may have advertised the same goods in the newspaper columns.

And window arrangements should be frequently changed. Make a woman think she will see something different in the windows every time she passes your store. She will learn to look for them and greet them as old friends. If I were building a store I would have it situated in an open space and surrounded with glass from top to bottom. In every available space I would have merchandise artistically displayed, and the whole brilliantly lighted.

Please don't squelch your window-dresser. Respect him and treat him as liberally as you do the all-conquering advertising manager. If you yourself are divided into proprietor, advertising manager, window-dresser, et cetera, be sure that the window-dresser part of you is as large and as active as the others. It will pay.

A TRADE-MARK RECORD.

Oldham Publishing Co., of Washington, D.C., issue a periodical called the *United States Trade-Mark Register*, and thus indicate the field they desire to fill: "We take pleasure in inviting attention to the *United States Trade-Mark Register*. Our purpose is to confine ourselves to those patents devoted to trade-marks only, thereby relieving you of the labor incident to searching through the voluminous Government files and publications. In connection with the cuts and descriptive matter, there will be a list of references, by number, name and date; interferences, parties to them, and the decisions. A special feature of this journal will be the publication of all Court and Patent Office Decisions relating to trade-marks. Being authorized by the Honorable Commissioner of Patents, the *United States Trade-Mark Register* is semi-official. It is desirable at all times for you to know what new brands your competitors are placing on the market, and whether or not any are attempting to counterfeit any of your trade-marks. This information the *Trade-Mark Register* may be relied upon to supply. The subscription price is \$10."

NOT ONE OF THEM.

"The last man you sent to the front is not a new journalist," commented the city editor.

"How do you know?" asked the managing editor.

"Why, his dispatches are devoted entirely to the movements of the troops instead of to his own movements and as to where he stood when anything happened."—*Chicago Post*.

Forward, March!

While some newspapers are complaining of business falling off and circulation decreasing, it is gratifying to be able to state that THE MAIL AND EXPRESS is still marching forward with signal success. For instance, during the months of January, February, March and April, this year, THE MAIL AND EXPRESS printed 948,178 agate lines of paid advertising, which, compared with the same months of 1897, is an increase of 147,210 agate lines, or a gain of about 19 per cent.

This is a greater amount of advertising than was printed in any other evening paper in this city.

The second evening paper on the list, that is, the one that printed advertising next in amount to THE MAIL AND EXPRESS, lost 37,716 agate lines during the first four months of 1898, as compared with the same months of 1897, showing a loss of about 5 per cent of its entire advertising patronage.

While wars and rumors of war have little or no effect on the advertising columns of THE MAIL AND EXPRESS, it is gratifying to be able to announce that the average daily net paid circulation has increased over 48 per cent. This is the greatest and most valuable circulation of all high-class evening papers in New York. THE MAIL AND EXPRESS has among its readers almost all the buying classes of New York and surrounding municipalities, besides many of those who prefer to pay a fair price for a good article rather than a low price for an inferior one.

"EVERY READER IS A BUYER."

The Illustrated Saturday Magazine

is the cleverest production of its kind, from an artistic as well as a journalistic viewpoint, issued in this or any other country. If you haven't read it yet, send a postal card and a sample copy will be sent you.

The Mail and Express

THE MAIL AND EXPRESS BUILDING,
203 Broadway,

164, 166 and 168 Fulton Street, - New York.

THE ADVERTISING OF ICE.

Ice is an article of almost universal consumption, and it is one of those things the advertising of which is sadly neglected. This is all the more to be deplored, because the business is vastly competitive. The number of ice companies is practically beyond counting. And the different qualities of ice are about as numerous. There would, indeed, seem to be a capital field for some enterprising dealer to come out and assert his supremacy by advertising boldly.

There appears to be a foolish notion among some business men that it is wasting money to advertise an article which the people are bound to buy whether advertised or not. If any set of men had a monopoly of the

alone; second, to cool by actual contact. Any kind of ice, no matter how impure, can be used for the first purpose, but that which is used for making ice cream, ice water and iced drinks of all kinds, should be perfectly pure and clean, as it is, in such cases, really a food intended for human consumption. It would be waste to use the latter kind of ice for the first purpose. It is disgusting to think of the common sort of ice being used for anything one has to eat or drink. Ice that is filled with straw, dirt, weeds and other foreign matter, may be all right to place in refrigerators to keep things cool, but it should never be used as an ingredient of any kind of liquid or solid food.

The two kinds of ice being for two totally different purposes would require different styles of advertising, and the pure sort of ice might be announced in the newspapers as in the ad reproduced above.

The inferior brand of goods might be profitably advertised in this way:

ICE

FOR HOME USE

Clean, pure, wholesome, guaranteed to be chemically made and free from all impurities. Specially intended and prepared for human consumption.

**35c. per 100 lbs.
delivered.**

FRAPPÉ ICE CO.

business this theory might be all right, but where there are numerous competitors in trade, it is simply silly to utter it. The people may be compelled to buy ice—particularly in summer—but they can please themselves from whom they buy it. It stands to reason that they will be most likely to buy the cleanest and purest at the lowest price they can get it for.

Millions of dollars are spent in ice every year, but the sum spent in advertising it is infinitesimal. Probably the amount now expended in its purchase could not be materially increased, but it is certain that advertising on the part of individuals would largely increase their particular sales.

Ice is used for two totally different purposes; First, to cool by proximity

PACKING AND COOLING

ICE

for family, butcher's and grocer's refrigerators. Delivered at

25c. ^AHUNDRED

promptly every morning.

FULL WEIGHT,
LOWEST PRICE.

FRAPPÉ ICE CO.

Ads to occupy only one inch, single column, might run something after this style:

PURE
FRESH
AND
CLEAN

ICE

Fit for table use. Guaranteed free from all impurities.

35c. per 100 pounds delivered.

FRAPPÉ ICE CO.

And here is one on a totally different plan :

ARTIFICIAL ICE

Chemically pure. Fit for the most fastidious. Cleaner than natural ice. Cheaper, too. 30c. per 100 lbs. Regular morning delivery. Send orders to.

MAGIC ICE CO.

Scores of different things can be said about ice. New points can be made almost every day, and it should not take long for one hustling and original advertiser to take the lead in a business that is at the present time sadly neglected. **JOHN CHESTER.**

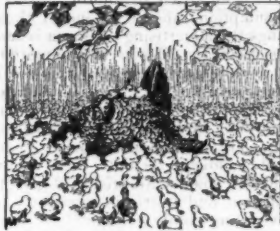
WORTH READING.

There are few absolutely unique articles put on the market. Most articles are more or less similar to some other already being advertised, and yet the new advertiser frequently starts without at all considering how he can put forward claims which are not precisely the same as those of his rivals. In fact, in many cases a positive endeavor is made to copy, not to put forward something different in the way of properties. A good illustration of this is found in summer drinks. Eiffel Tower lemonade was a big success, therefore several other firms at once rushed to the conclusion that the success was due to the fact it was lemonade, and they started a lemonade of their own and said of it what the Eiffel Tower people said of their specialty. Surely the obviously sensible thing to do was to advertise something else similar but of a different flavor, or if it must be a lemonade, one possessing some marked advantage not possessed by the other well-known preparation. It is always wise to diminish the competition you have to encounter. If in one case you can avoid having any competition, and in the other you have to encounter the competition of six other advertisers, some of whom at least can spend more than you can and take larger spaces, it does not take much thinking to see which is the wisest course to take. By putting one's self into a competition of the kind indicated, it makes the problem of achieving success far more difficult, and even if achieved it can only be so as the result of a much greater expenditure and of far more worry than would otherwise be the case. Where your article is unique, put the points of superiority right in the forefront. It is marvelous with what importance some minor point may be invested, if the writer of the advertisement has skill in writing up the advantages. There are lots of really commonplace facts which appear perfectly startling novelties if rightly presented.—*London Edition Printers' Ink.*

THE BEST STYLE.

Many advertisers have the laudable ambition to make their advertising "stick up" above the rest by adopting a style of writing which will attract attention. This implies that their writing shall be a little bit different from that of other advertisers. But this policy often leads to absurdities. The best style is that used every day by common people, because it is best understood, and a clear understanding is one of the principal points in making advertisements.—*Pharmaceutical Era.*

PRINTERS' INK'S CHICKS.



Fame, New York, N. Y.
Art in Advertising, New York, N. Y.
Brains, New York, N. Y.
Profitable Advertising, Boston, Mass.
Chas. Austin Bates Criticisms, New York.
Advertising for Druggists, North Adams, Mass.
Mail Order Journal, New York, N. Y.
Advertising World, Columbus, Ohio.
Advertisers' Guide, New Market, N. J.
National Advertiser, New York, N. Y.
Advertising Experience, Chicago, Ill.
The Ad Book, San Francisco, Cal.
The Ad Writer, St. Louis, Mo.
Ad Sense, Chicago, Ill.
Ad Topics, Russellville, Ala.
Profitable Publicity, San Francisco, Cal.
The Advertising Manager, St. Louis, Mo.
The Billboard, Cincinnati, Ohio.
Publishers' Guide, St. Paul, Minn.
Up-to-date Distributor, Cleveland, Ohio.
American Medical Journalist, St. Louis, Mo.
Agricultural Advertising, Chicago, Ill.
Fourth Estate, New York, N. Y.
Newspaperdom, New York, N. Y.
Newspaper Maker, New York, N. Y.
Journalist (Illegitimate), New York, N. Y.
Ohio Newspaper Maker, Mansfield, Ohio.
National Printer Journalist, Chicago, Ill.
Office and Sanctum, Logansport, Ind.
Advertiser and Publisher, New York, N. Y.
Commercial Bulletin, New York, N. Y.
Iowa Editor, Perry, Iowa.
Mich. Press Ass'n Bulletin, Eaton Rapids, Mich.
Nebraska Editor, Beaver City, Neb.
Kansas Newspaper World, Hiawatha, Kan.
New England Editor, North Adams, Mass.
Country Editor, Columbia, Mo.
Texas Press Bulletin, Temple, Tex.
Pointers and Newspaper West, Kansas City, Mo.
Press and Printer, Boston, Mass.
Utah Editor and Bulletin, Eureka, Utah.
Canadian Printer and Publisher, Toronto, Ont.
The Show Window, Chicago, Ill.
Ideas, New Haven, Conn.
Billposter-Display Advertising, New York, N. Y.
Harman's School of Window Dressing, Chicago, Ill.

NOT UP TO DATE.

"Lost his place as war correspondent for the *Daily Whoop*, I understand?"
"Yes. I believe the reason assigned was that he was not up to date in his methods. You see he got hold of a good piece of news, and in writing it out he failed to devote 4,000 or 5,000 words to telling how he got it before stating what it was. On the contrary, he gave the news first."—*Chicago Post.*

AN INTERESTING COMPETITION.

The Bridgeport Brass Co., of Bridgeport, Conn., makers of the "Search-Light" Bicycle Lamp, recently offered four prizes for the best catch-phrases to be used in conjunction with their advertising. Over 3,000 suggestions were submitted. The jury decided upon the following:

First prize, \$50—A. J. Robertson, 55 Dey street, New York. Contribution, "Just light it—that's all."

Second prize, \$25—E. C. Pfeiffer, 57 Wendell street, Cambridgeport, Mass. Contribution, "Looks right; burns right; acts right."

Third prize, \$15—W. H. J. Hargrave, Tribune Building, New York. Contribution, "Always ready and always steady—the 'Search-Light.'"

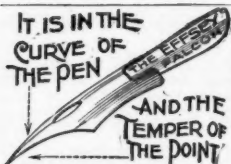
Fourth prize, \$10—Miss Edith R. Gerry, 200 West Fourteenth street, New York. Contribution, "The light that's always bright."

THE FLAG AND ADVERTISING.

The movement started several months ago having as its object the enactment of a law prohibiting the use of the design of the flag for advertising purposes has received much encouragement during the past few weeks. Public sentiment is more awake to the subject than formerly, and the bill now before Congress, which has been pigeon-holed for several months, will be generally supported by the press of the country. It does not favorably impress the average citizen to see the national emblem, which is leading our forces to victory, used to proclaim the merit of somebody's soap, saleratus or kidney specific. Other countries have strict laws against this sort of commercial enterprise, and this country should have one before the children get an idea that the stars and stripes are not genuine unless bearing the picture of a bottle of spring medicine.—*Sionix City (La.) Tribune.*

DESECRATED THE FLAG.

Samuel March, a clothing merchant of Altoona, Pa., has been brought into court upon the charge of desecrating the United States flag. His alleged offense consisted in pasting a small flag in the corner of his advertising space in one of the local papers.—*National Advertiser, New York City.*



THE CURVE KEEPS THE POINT

In the **EFFSEY FALCON PEN**. It is made of highly tempered white steel, and is curved towards its point, so as to give an elastic spring to the pen, which helps it to resist hard wear. It will write easily on any kind of paper, either rough or smooth, and is guaranteed to give perfect satisfaction or money refunded. **\$1.00 per box of 144.** Sample box, 10c. Not sold by stationers, for they say it lasts too long. Write direct to manufacturer.

JOHN H. COOK, RED BANK, N. J.

The Nickell Magazine

in four months increased its circulation 25,000 and its paid advertising from 2,520 to 3,780 lines.

A Paying Medium

NICKELL MAGAZINE,
4 Alden Court,
Boston, Mass.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line
Must be handed in one week in advance.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; \$2,000 monthly. Covers South and Southwest. Advertising rates very low.

SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly—is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in **THE REGISTER**.

WEST VIRGINIA.

WHEELING NEWS, 7,500 daily. Only English eve'g paper in city 40,000. **LA COSTE**, N. Y.

CANADA.

\$38,000,000 INCREASE in Canada's foreign trade. A good place to advertise. For rates, **E. DESBARATS ADVERTISING AGENCY**, Montreal.

Displayed Advertisements.

Must be handed in one week in advance.

PHENIX, ARIZONA,

is the trade center of
50,000 prosperous people.

THE Arizona Republican

published every morning
in the year, is read by the majority
of these people.

For rates and information concerning this
progressive newspaper, see

H. D. LA COSTE, 38 Park Row,
New York.

SEND for a sample of my large postal for advertisers—size 11x14. Price, \$2.50 per 1,000. Address WM. JOHNSTON, 10 Spruce St., N. Y.

THE EVENING CALL

LAFAYETTE, INDIANA,

is the best daily newspaper in America for the size of the town. It is typographically handsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign advertising than any other evening paper in its field. It brings results. It is read by all classes.

The Detroit Suns

TWO DISTINCT PAPERS.

THE ILLUSTRATED SUN

THE SUNDAY SUN

The circulation of the former is principally in Michigan, Ohio and Ontario. The latter is confined to Detroit and environs. The street sales of the Sunday issue are greater than any other Sunday paper published in Detroit, with one exception. The local patronage will average 35 columns weekly. This shows how Detroiters look on it as a medium.

The *Illustrated Sun* gives fair returns to mail order advertisers. For the low rate charged, the returns are considered by everybody who use it as being very good. We accept business from any reputable Advertising Agency. Patrons can discontinue at any time, for any cause. For low rates, etc., write DETROIT SUN, Detroit, Michigan.

The Bicycle Trade and Rider,

WEST OF THE RIVER,

IS ONLY REACHED THROUGH

THE CYCLING WEST

Let us help you get agents where you have none, and help the agents you have, by advertising your goods before the riders in their vicinity.

WE HELP BOTH.

NO OTHER CYCLE PAPER REACHES OUR FIELD

WE ARE ALONE

Write us for special inducements.

The Cycling West Publishing Co.

BOX 133.

DENVER, COL.

New England's Family Paper.

THE

Portland Transcript

The following facts will interest advertisers who are seeking the best mediums and who appeal to New England buyers.

FIVE FACTS.

1. The average weekly circulation of the TRANSCRIPT for the year ending July 31, 1897, was

23,443¹⁰/₅₂

2. One-half of this circulation is in Maine; nine-tenths of it is in New England.
3. Probably no paper in the country has so many readers per paper. Many TRANSCRIPTS are borrowed from house to house and finally sent to relatives in the West or South. Ask any New Englander if this is not so.
4. Each issue of the TRANSCRIPT has 12 pages. The average of advertising does not exceed 16 columns. This means good position for "run of paper" ads.
5. The advertising rates of the TRANSCRIPT are moderate, and two or three extra good positions can be had by early application.

TRANSCRIPT CO.

Portland,

Maine.

Eight pages—Daily and Sunday
—English and Yiddish—1 cent.

UNIQUE
BRIGHT
ENTERPRISING

THE JEWISH DAILY NEWS

טאגליכע יידישע נאכטע

Printers' Ink says:

"The Jewish Daily News with a circulation of 17,000 is an afternoon sheet, at 185 East H'way, New York. It is the outgrowth of the Jewish Gazette, a weekly established in 1874.

"The subscription lists of more than twenty defunct competitors are kept alive for the Jewish Gazette by seven trained traveling agents. Circulation nearly 25,000.

"The parents read the news columns in the YIDDISH pages of the paper, while the children look to the English part for Jewish news and special features they can not find elsewhere. These papers are thus read by both generations.

"Yiddish is more spoken in N. Y. than any other foreign language but German."

Specimen Copies Sent Free.

IN ALL AMERICA

there are only seven semi-monthly papers having as large a **guaranteed** circulation as **Farm-Poultry**. In all the Northeastern States, New York, New Jersey, Pennsylvania and the six New England States, it has the **highest** rating of any paper devoted to live stock; in New England it equals the **combined** circulation of all such. **The poultry raising industry** is now yielding returns larger than any other farm product. Statistics prove this statement. **Farm-Poultry** has a larger circulation, a greater influence, and more well-to-do readers among this class than any other poultry paper in **all the world**. Its subscribers are heads of families, mostly women. Every subscription is paid in advance. Therefore advertisers in

FARM-POULTRY

get results. It will pay any advertiser who wishes to reach families who have money to spend. Sample copy and rate card will be sent on application to

I. S. JOHNSON & CO.,
22 Custom House St., Boston, Mass.

THE ARGUS

ALBANY, N. Y.

**Largest, Brightest
and Best Newspaper
published in
the Capital City.**

RATES AND SAMPLE COPIES ON
APPLICATION.

JAMES C. FARRELL,
Manager.

Pawtucket, Rhode Island

is a mighty live city—a great industrial center with splendid railroad facilities. It has over half a hundred diversified manufacturing industries, with immense pay rolls, and the people have money to spend. The population is rapidly growing.

The Pawtucket Evening Tribune

established in 1888—now under new and progressive management, with an up-to-date plant—is forging steadily to the front. Its advertising patronage shows a strong and healthy growth. **THE TRIBUNE** has a distinct territory of its own, being the only Democratic newspaper in a field of over 80,000 people, embracing the cities of Pawtucket and Central Falls, and a long chain of manufacturing villages in the Blackstone Valley. **THE TRIBUNE** makes a strong specialty of local news. Mr. General Advertiser, see that **THE TRIBUNE** is on your list of papers.

... EDUCATIONAL INSTITUTIONS ...

The Wealthy Cattlemen and Stock Farmers of Texas, Indian Territory, Oklahoma and New Mexico, the majority of whom are close readers of

Texas Stock and Farm Journal

are good patrons of the educational institutions of the North and East. The **JOURNAL** has a guaranteed circulation of 16,000 subscribers.

Offices: Dallas, Fort Worth and San Antonio.



44 point American Flags, \$2.50 per dozen.

Run 'em in Lines in Scare Heads.

If you want to buy first-class electros of American and Cuban Flags to print in one, two or three colors or to emboss (complete with dies) and Patriotic Emblems, send for specimens to our nearest Branch. **Our Electros are taken from Original Wood Cuts.** We have hundreds of designs.

American Type Founders' Company. Branches—Boston, 270 Congress; N. Y., corner Rose and Duane; Philadelphia, 614 Sansom; Baltimore, Frederick and Water; Buffalo, 45 N. Division; Pittsburgh, 323 Third Ave.; Cleveland, St. Clair and Ontario; Cincinnati, 719 Longworth; Chicago, 203 East Monroe; St. Louis, Fourth and Elm; Minneapolis, 24-26 First, south; Kansas City, 633 Delaware; Denver, 1616 Blake; Portland, Ore., Second and Stark; San Francisco, 405 Sansome; Los Angeles, 211 New High; Spokane, 10 Monroe.

For Big Type for Scare Heads See Our Books.

War and the present price of wheat and other farm products do not hurt business in the **GREAT MIDDLE WEST.**

When the farmer gets high prices, we are all prosperous.

Joliet factories still running full blast.

THE DAILY and WEEKLY NEWS reaches these people in their homes. We don't hit sharp advertisers with a club.

THE NEWS CO., Joliet, Ill.

To Get Customers 

Advertise in their favorite family paper,

THE EVENING JOURNAL

of Jersey City, N. J.

Average Circulation in 1897. **14,756**

Actual Average Circulation for Nov., Dec. and Jan., **15,407**

ONE TRIAL BRINGS RESULTS.

THE HARTFORD TIMES

with its circulation of

**15,000 Daily and
7,700 Semi-Weekly**

will take care of Connecticut
for you.

The Times is recognized as
the best advertising medium
in Southern New England.

When figured in propor-
tion to actual circulation,
The Times' advertising rates
are 50 per cent lower than
any other Hartford paper.

Send for Sample
Copy
and Rate Card.

Address
THE TIMES,
HARTFORD, CONN.

A Model Newspaper Outfit

The Daily Established 1868. Northwestern

OSHKOSH, WIS.,

Is organized on a solid basis. It owns its own building, which is devoted exclusively to the newspaper. It has an outfit of Mergenthaler Linotypes, a stereotyping press of the newest design, an art department and a completely organized corps of editors and reporters. Besides this it built and now operates its own line of telegraph from Oshkosh to Milwaukee, a distance of 122 miles, connecting with the leased line of the Associated Press. It receives the full leased wire service every day, besides the service of a corps of special correspondents. These facts are enumerated to show the character of THE NORTHWESTERN'S business and circulation.

No better or more satisfactory advertising medium can be found.

Eastern advertisers will find files of this paper and can make contracts at our New York office, No. 38 Park Row, in charge of Mr. H. D. La Coste, at exactly the same rates as at the home office.

War or No War

the earnest, religious men and women in the best religious homes must have and will read their favorite religious weekly paper. In these trying times they read them more thoroughly than ever. They look to them for counsel and instruction.

Many papers are only glanced at. War news is old by noon and is forgotten at the call of the evening "extra." With such short attention to the reading columns, what chance have the advertisements of being heeded?

Now, more than ever before, advertisers who want their money to bring most returns will need to use the influential religious weekly papers, which are read every week by subscribers so interested that they look to these papers for counsel in home affairs, instruction in church work, and wise admonition in present living.

They have their readers' interested attention and speak to them at the time they are willing and anxious to hear. They speak always as a trusted friend and with words that obtain instant acceptance. They now provide the indorsed introduction

To Over 220,000 Best Religious Homes

with all their varied needs. They can add to the growth and prosperity of any honest business enterprise advertised in their columns. They cover a portion only of the religious field, but that field is theirs exclusively.

	PHILADELPHIA
PUT	SUNDAY SCHOOL TIMES,
THEM	LUTHERAN OBSERVER,
ON	CHRISTIAN STANDARD,
YOUR	PRESBYTERIAN JOURNAL,
LIST.	REF. CHURCH MESSENGER,
	CHRISTIAN INSTRUCTOR,
	EPISCOPAL RECORDER,
	CHRISTIAN RECORDER.

Advertising rates and full particulars will be furnished for each paper separately, or in combination, by the Advertising Department of these papers.

The Religious Press Association,


Witherspoon Building, Philadelphia, Pa.

"TWO HEADS ARE BETTER THAN ONE."



When
you want
high-grade
lithographing
or
printing
send to
The
Gibbs
&
Williams
Co.
18 & 20
Oak Street,
N. Y.,
corner New
Chambers



THE STAMP 
OF ORIGINALITY.





See Sharp

One of the symbols in musical notation is called C sharp.

It has no greater special significance than the other symbols of the musical scale but it sounds strange when read, as it is read—viz.: SEE SHARP.

C sharp to your advertising. THE MUSICAL COURIER of New York, now in its 19th Year, 19 Union Square, every Wednesday and on all news-stands. The whole musical community, students, professional, rich and poor musical families, young people in choirs and choruses and the teachers and pupils—about several million people in this land like these—all sooner or later read and study THE MUSICAL COURIER.

Get a copy. Look it up and down and you will find it a great medium if you want to present something for sale.

THE LARGEST AND BEST
FIVE-CENT MAGAZINE ❀❀

Each number is worth
double the cost price—
128 pages for only 5c.

The Half Hour

Complete Stories, Poems, Serial
Stories, Editorial Comments, Cor-
respondents' Department, Music
and fine Illustrations.

No cheap magazine gives adver-
tisers as large return.

Make your contracts now and
secure the benefits of the exceed-
ingly low rates.

Advertising agents will quote you
prices, or address us.

Copies of the "HALF HOUR"
on all news-stands.

Send for Sample Copy.

George Munro's Sons,

17 to 21 Vandewater St., New York.

Remember Ohio

In making up your advertising lists.
To drop out the Buckeye Commonwealth would make a big hole in your income. To secure the best results you ought to keep in mind

The Select List of Ohio

Embracing the leading and best newspapers in every section of the State. Take a map and look over the territory covered by this list:

Akron,
Beacon-Journal.

Ashtabula,
Beacon.

Bellefontaine,
Index.

Bucyrus,
Telegraph.

Cambridge,
Jeffersonian.

Defiance,
Republican-Express.

East Liverpool,
Crisis.

Findlay,
Republican.

Gallipolis,
Journal.

Hamilton,
Republican-News.

Irononton,
Ironontonian.

Kenton,
News.

Lancaster,
Eagle.

Lima,
Times-Democrat.

Mansfield,
News.

Marietta,
Register.

Marion,
Star.

Massillon,
Independent.

Mt. Vernon,
News.

Newark,
Tribune.

Norwalk,
Reflector.

Piqua,
Call.

Portsmouth,
Times.

Salem,
News.

Sandusky,
Register.

Sidney,
Democrat-News.

Springfield,
Republic-Times.

Warren,
Chronicle.

Wooster,
Republican.

Xenia,
Gazette and
Torchlight.

Youngstown,
Vindicator.

Zanesville,
Courier.

Busy War Times

DUN'S REVIEW for May 21st states that war times have no effect on business, as all industries are moving along steadily, railroad earnings are larger than last month, and payments through the clearing house are 36 per cent higher than a year ago. These are very good reports for this season of the year, and although my competitors seem to be complaining about the dullness of trade, I have as much as I can handle at present. In March I received 1,002 orders, in April 951 orders, and the month of May bids fair to be larger than any of them. It seems a fairy tale to some of the ink men, that I should continue so long in the business with the rigid methods I pursue, but the printers of the country have realized that by paying cash for their inks, they are able to reduce their mortgages every year and no ink man can own them. If I were to give credit I could sell ten times as much, but I am satisfied to know that every ounce of ink is paid for before it leaves my establishment. My customers are willing to risk the cash in advance, feeling secure that if the inks are not right I am always willing to refund the money and pay all charges for transportation. Why not try me on a small order? Send for my price list and printed specimens.

Address

PRINTERS INK JONSON, 8 Spruce Street, New York.

The New—

Birmingham Age-Herald

By E. W. Barrett.

ALABAMA'S GREATEST NEWSPAPER.

**Circulation greater than all
other Morning Dailies in
Alabama Combined.**=====

Formed by the consolidation of the old AGE-HERALD,
STATE-HERALD, HERALD and IRON AGE.

The only newspaper going to every post-office in
Alabama and half those in Mississippi.

Weekly edition second greatest circulation in the
South.

If you advertise in the AGE-HERALD you cover
Alabama.

Rates may be high but results are in proportion.

THE

S. C. Beckwith Special Agency
New York and Chicago.



Soap is an effective cure for soiled hands, but they will not remain clean unless preserved from work or exposure. So also are Ripans Tabules an absolute cure for dyspepsia and attendant stomach troubles, but the troubles will come back just as long as people eat improper food or eat too much or too fast. Still soap and water will cleanse the hands tomorrow. So also will Ripans Tabules tone up the stomach. In every family where the members are in the habit of eating they require an occasional supply of Ripans Tabules, and for that reason they should be kept on hand, just as soap is, for use whenever wanted.

A new style packet containing TEN RIPANS TABULES in a paper carton (without glass) is now for sale at some drug stores—FOR FIVE CENTS. This low-priced sort is intended for the poor and the economical. One dozen of the five-cent cartons (1.0 tabules) can be had by mail by sending forty-eight cents to the RIPANS CHEMICAL COMPANY, No. 19 Spruce Street, New York—or a single carton (TEN TABULES) will be sent for five cents. RIPANS TABULES may also be had of grocers, general storekeepers, news agents and of visiting street-vendors.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

An ad is sent me of the Hub Shoe Store of Galesburg, Ill., with a request to criticize. The ad tells about the store's "ever alertness." It says that shoes are "given away if you can duplicate the price." That the buying price was so "ridiculously" low. It is said to be "a sensational deal"; "the biggest bargain of your life" and "the biggest thing we ever bit off." They certainly make a furious chewing match over it and as my opinion is asked I think so much superlative phrase-slinging is silly and useless. When they get more than half way through their space they begin to tell "what your money will buy at the Hub," which is the thing that ought to start the ad. The prices which follow are probably what bring the people into the store, but very likely the advertiser credits it to the big abjectives. It isn't big abjectives but little prices that sell goods.

I am asked to criticize this ad. The writer says that I have an idea that it's funny but —

A "Young" Announcement

**We Sell Wheels Cheaper
than Others Rent Them.**

We are now connected by 2 inch pipe with Chicago (the windy city) and will cheerfully furnish wheelmen with all the wind they need.

FREE WIND is something new in Elmira, but fills a long-felt want. Call around and see us whether you buy or not. You don't have to "blow yourself," only the tire. We sell wheels any way you want them. You can select your own handle bar, saddle, pedals, tire, hub, etc.

The Peerless, Niagara, Kenwood, Olive and 15 other makes from \$20 up.

Bicycles Repaired, Remodeled, Re-enameled. Renewed and Kept in Good Order. Big Stock of Bicycle Sundries always on hand at Wholesale and Retail.

CHAS. W. YOUNG'S Bicycle Emporium.
116 LAKE ST., ELMIRA, N. Y.

Yes, it is a little bit funny. That is partly what's the matter with it. Besides it tries to say two or three things at once, which was never done yet, and never attempted with any good effect. Also it just doesn't quite say the one thing it sets out to be funniest about,

I want to know whether it means that tires are pumped up free of charge. I guess that's what it means, but I'm not certain. If so, why not say so? There are other stupid people just like me who don't know what you mean unless you tell them. Why not make two ads out of it and say something each time, and say it? Thusly:

No. 1.

We Sell Wheels Cheaper than Others Rent Them...

The Peerless, Niagara, Kenwood, Olive and other makes from \$20 up. Bicycles repaired, remodeled, re-enameled, renewed and kept in good order. Big stock of Bicycle sundries always on hand at wholesale and retail.

Call around to see us whether you buy or not. We will pump your tire up free of charge.

**Chas. W. Young's
Bicycle Emporium,**
116 Lake St., Elmira, N. Y.

No. 2.

Free Wind

We will pump your tire up free of charge. Perhaps we ought to explain why we do this. Explaining seems to be the fashion in advertising. Well, how will this do? We are now connected by two-inch pipe with Chicago, the windy city, and will cheerfully furnish wheelmen with all the wind they need, free of charge. You don't have to blow yourself, only the tires.

We Sell Wheels Cheaper than Others Rent Them.

The Peerless, Niagara, Kenwood, Olive and 15 other makes from \$20 up. Bicycles repaired, remodeled, re-enameled, renewed and kept in good order. Big stock of Bicycle Sundries always on hand at wholesale and retail.

**CHAS. W. YOUNG'S
BICYCLE EMPORIUM,**
116 Lake St., Elmira, N. Y.



Paper and Envelopes

Do you use good stationery that will support the tone of your correspondence?

Goodwin's Pure Linen

is good, looks well and costs so little. All sizes—the fashionable square sheets or the ever popular long sheets and square envelopes.

120 Sheets Octavo and Envelopes, \$1.00. Other sizes proportionately low.

J. R. Goodwin & Co.,
450 Wood Street.

Here is a good idea for real estate or any other thing on which a woman sets her heart.



She Has Set Her Heart on It...

As she must on any one of these cottages, for every one will make a pretty, cozy home for any woman. Every one contains all modern improvements, and the insurance, taxes, repairs and interest on every one is less than the rental value.

It is a plain proposition, "A man is foolish to pay rent when he can buy property like this at these prices."

The Faithful Trust Co.,
409 KEEP STREET.

There will be a good many gas ranges sold this summer, and there ought to be; for all the good things that are said about gas ranges are true and more so. The only objection to

them that I know of is that gas companies approve them. If any gas company should approve the Angel Gabriel I suppose I would be inclined to look on him with suspicion; but we must not let our prejudices stand in the way of progress and comfort. Here are two good gas range ads.

The Saturday Baking is Easily Done

With a Gas Range to Help.

Wash-day dinners need not be scrappy and poor.

Ironing day is robbed of most of its power to vex.

And your fuel account will be less with a good gas range than with a coal range. This is so because coal heat is slowly and wastefully obtained. With a gas range the cooking force starts at the touch of a match, and expense ends when you close the valve.

You can do cooking better with a gas range than with a coal range. You can do everything with a gas range that you can with a coal range—except to set the house in a fizzle. The gas range puts heat where it is needed. You can iron and bake at once—whether slow or quick oven is needed.

A gas range is to be had for \$9.75, or with varying additions to size and possibilities, at prices running up to \$22.50 and more. With water-back, to connect with kitchen boiler—and without disconnecting range that you have—\$17.50 and more. The size of the range does not effect the gas bill. Get one roomy enough to meet all your needs. That is the only care.

A GAS RANGE...

is good all the year—in summer it's indispensable.

**Touch a match to it, it's ready
Turn the valve—it's out.**

Kitchen stays cool and clean, cooking is done perfectly, expense stops when the gas is turned off.

We will connect free all gas ranges of approved makes when delivered in the kitchens of houses along the lines of our mains.

**The United Gas
Improvement Co.**

For Either Oil or Gas Stoves.

There will be a Hot Time.....

in the old house to-night if you do your baking or ironing over a fierce, boiling hot coal range when you might use a cool, comfortable, up-to-date oil stove [or gas range], which will give you the heat just when you want it and where you want it, and allow you to get rid of it when you have had enough. Come in and look at our neat little oil stoves or gas ranges, perfectly clean, absolutely safe and without any disagreeable odor, and at prices as low as \$—.

KUHL, DEY & CO.,
206 Lincoln Street.

Here are some quotable ideas and phrases:

Pretty bad, but—

Dewey Schley

the prices? I should say so. Fairly cut them to pieces. We lead all the **fighting** on this line.

A phrase good for most any line.

Shoes to be Proud of

are the shoes you buy
at Carleton's for

\$3.00

**Don't discount this
because a man wrote
it. Facts. Exact facts
are stated.**

The "well-groomed"
young woman is not com-
plete this season unless she
wears these "Williams
made" — at \$1, which
combine smartness with
charming grace and comfort.

Here is a card appearing in the window of a Nassau Street furnishing store. It is said to bring people in:

A Suggestion.

You are cordially invited to spend your spare time inside of our store to inspect our stock. All the goods can not be shown in the window. You will not be asked to buy. All we seek is that you satisfy yourself as to the correct styles and elegance of our goods.

Inside the store, at the right as you enter, is a desk with a large book, something like a hotel register. Above it is a card which says:

**Will you kindly inscribe
your name? You know us.
We desire to know you.
This book is arranged
alphabetically.**

Hundreds of customers comply with this request.

In a Brooklyn clothing store window is set up a section of old fence with an old-fashioned turn-stile in it. Beneath is a card bearing the legend—

THE OLD STILE.

In other places in the window, beside hats and ready-made suits, are cards bearing the inscription—

THE NEW STYLE.

People stop to look, and that is the purpose.

Here's an ad, the head-lines of which are catchy and might well be adapted to almost any business:

You and Your Wife

would enjoy the summer at home if your house was furnished with awnings. Our awnings are made from the best materials by experienced workmen, and are guaranteed to give satisfaction. Send for samples of our new patterns.

The Bigger the Car The Bigger the Card.

That's the proper way to treat
advertisers.

Give them a card large enough
to be read, so that the ads won't
look like

Fly-specks on the Moon

What's the use of putting a mean
little sign in an immense roomy
car? The spaces in our Brook-
lyn "L" Cars are

16x24 and 16x48 ins.

HOW'S THAT FOR DISPLAY?

Cars Cross the Bridge in June!

Geo. Kissam & Co.

253 Broadway, N. Y.



Street Car Riders are

BUYERS . .
OF GOODS

YOUR goods, if you tell them what they are, and where to buy them.

Our business is to tell you which cars to use, how to use them—what to use in them. All these details are free to you.

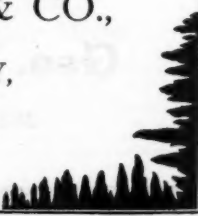
Are they worth asking for?



GEO. KISSAM & CO.,

253 BROADWAY,

NEW YORK.



Great
Advertising—
That in the

Brooklyn “L”

GREAT IN SIZE
IN DISPLAY
IN RESULTS

BUT LITTLE IN PRICE

Ask questions about it

GEO. KISSAM & CO.

253 BROADWAY, NEW YORK

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

Here are a couple of suggestions for window display taken from the Philadelphia *Inquirer*:

The opportunity afforded by the war for the display of genius in getting up unique schemes for manifesting patriotism is being industriously taken advantage of. One Chestnut street drug store bulk window is entirely occupied by a huge American flag, composed wholly of chemicals. The red stripes are formed of bichromate of potash, the white stripes of alum, the blue field of smalts and the stars upon it of Epsom salts. The shades of the colors are as correct as if the chemicals had been designed by nature for the very purpose to which they have been put, and the effect is exceedingly striking. A Market street dealer in yarns has a flag in his window almost as unique. It is formed entirely of skeins of red, white and blue yarn, and at a little distance it is difficult to distinguish the difference between the flag and a lot of the expensive silk bunting displayed so profusely elsewhere.

* *

FERGUS FALLS, Minn., May 5, 1898.
Chas. Austin Bates, Esq., New York City:

DEAR SIR—How does this ad read? Good, bad or indifferent? I know the display is excruciating, but that can't be helped, as we can't make the "old man" invest in new type just yet. Yours,
C. O. NELSON.

Are You Comfortable?

The answer to such a question depends much on where you bought your furniture. If your tables are rough, your chairs hard, and your beds "kinky," you can't be comfortable. If, in addition to their faults, you were charged too high a price for your furniture, it adds still more to your discomfort. Poor goods at a high price is a bad combination for any man's house.

The New Furniture Store

Pays attention to these matters. Our stock is new, substantial and well finished. We have an assortment which gives ample room for choice, and the quality is from good to best, with prices very reasonable. There is not a poor piece of furniture in our store. We are anxious for your trade. Call on us and let us try to please you.

MARTIN BENSON, Furniture Dealer,
Shoemaker Building, Lincoln Avenue.

This ad is all kinds of bad.

It is bad because it doesn't tell anything definite about the goods it is advertising.

It is bad because the "old man" has already too many different kinds of type in his office.

It is bad because it starts off with a lot of twaddle that doesn't mean anything at all.

People don't want to know how uncomfortable they are. They want to

know how comfortable you can make them.

The exception to this rule is in patent medicine advertising. In advertising medicine I believe the best method is to tell people how sick they are, and to sympathize with them. Everybody likes sympathy, and almost everybody likes to be sick. A sick man is very interesting to himself, and his sickness gives him something to talk about to his friends.

There are many people who get quite a lot of satisfaction out of being sick, just the same as they manage to extract considerable entertainment and comfort out of the fact that a funeral in their house was a little bit more successfully conducted than any funeral that ever took place in the neighborhood.

To return to Fergus Falls, I want to say that the "old man" may be a little bit parsimonious, but the advertisement in question contains six separate and distinct kinds of type.

The advertisement could have been excellently displayed by using any two of these six kinds of type.

If the number of faces of type used in any printing office were limited by law, it would be much easier to get good display for advertising. More ads are spoiled by a superabundance of type than by the lack of it.

I wish there was some way of impressing this on the minds of printers' apprentices, so that some time within the next twenty-five or thirty years we might hope to have our ads displayed in simple, strong, readable type.

* *

If there is any kind of advertising that is overdone it is blotter advertising.

On one side of my desk there is a pile of blotters from, perhaps, a dozen different concerns. If I were promised a nice new crisp \$100 bill for telling the business advertised on any one of these blotters, I should have to give it up. I couldn't earn the money.

The only advertising blotter in my possession that I can identify by name is one that came in this morning from

Earhart & Richardson, whom a great many people believe to be the best printers in Cincinnati.

This blotter is of the variety that is blotting paper on one side and coated paper on the other, affording an excellent surface for printing, and an almighty bad surface for blotting. The blotting side is hard enough to write on easily with a pointed pen. It is also hard enough, when used as an ordinary blotter, to make an unsightly smear out of a fairly heavy line.

In other words, it isn't blotting paper at all.

I don't believe in this blotting paper that is simply woodcut paper with a thin layer of blotting paper on one side.

Not one out of 10,000 of these blotters is fit to use.

My suggestion to the advertiser who wants to use blotters as an ad is to cut up some nice clean crepe blotting paper and print on it no more than he has to, to identify it as his. Then send to each of his mailing list a package of a dozen or twenty-five of these blotting sheets, with a nice circular letter.

Blotters coming in that way will get some attention, and if they are good blotters the attention will probably produce favorable comment at the time. The impression may or may not be a lasting one, but it will certainly be better than that produced by one or two skimpy little blotters that won't take ink, covered on one side with enough advertising matter to fill a sixteen-sheet poster.

* *

In a recent issue of *Advertising Experience* there is a wail for better paper in the advertising pages of the magazines, and the complaint is made that the paper used is not good enough to show the cuts that are used.

The complaint is perfectly just.

The rates of most publications are high enough and the profits large enough to pay for a little better grade of paper than is generally used. However, good illustrations can be made in such a way as to produce excellent results even with the comparatively poor paper now in use.

There is no use trying to print a 200-line half-tone on cheap paper, but many illustrations show up practically as well with a 90-line or 75-line cut, and a great many others can be made

more striking with line drawing than they can in half-tone.

The last two or three years there has been an epidemic of half-tone cuts.

Sometimes the half-tone process has been used judiciously—many times it has not.

Under existing conditions, I believe that nine times in ten a good line drawing will produce a better effect than the average half-tone. A line drawing can be made artistic and striking, and will at the same time print on anything from blotting paper up.

The advertiser who doesn't get good results from his half-tone ads had better take to heart the moral, "It is a condition and not a theory that confronts us."

You probably remember a couple of years ago when Munsey put some woodcut paper into the front of his magazine and charged an extra rate for advertising in these pages.

After a time these pages were cut out of the magazine. I have never asked Mr. Munsey why it was done, but it's a pretty safe proposition to say that he doesn't stop anything that pays. We must conclude, therefore, that advertisers didn't care enough for the good paper to pay the difference in rate.

In some cases I advised the payment of the additional \$100 per page, and in some cases I advised against it. It was worth it sometimes—sometimes it was not.

I should say that if there is a sufficient demand for good paper in the magazines that all the publishers might be induced to put in forms of sixteen or thirty-two pages of paper suitable for half-tone printing, and that advertisers who wished to use this paper might be charged a proportionate advance in the rate. Possibly in this way an improvement in the quality of the paper in all the advertising pages might be brought about.

What do you think of it?

* *

You can not always tell just what an advertisement is going to do. It may bring direct returns for the thing advertised or it may bring a demand for something else. If you convince a man, for instance, that you have good watch chains he may not need a watch chain, but he may need a pair of cuff buttons. If he does he will think that

if you have good watch chains you have good cuff buttons. Maybe some other man will see the watch chain ad, and the impression it makes on his mind will make him remember you in the course of two or three years, when he wants a chain. I have known advertising to bring returns several years after it was published.

* *

A shipping tag attached to a steel finger ring bears the following good advertisement:

Are You Troubled With Rheumatism?

Some people think that a ring like the one attached, will, if worn on the finger, cure rheumatism. (Some other people think the same of a buckeye* worn in the left hand breeches pocket.)

We do not know whether this ring will cure rheumatism or not, but we know it was turned on our new 19-inch special "Gas Fixture Manufacturer's") Forming Lathe by simply pulling a handle.

Forgive us for asking; but, have you any rheumatism in your factory? Anything hobbling along that should be running at full speed? Are you, in short, making anything by old methods that you ought to be making on our Forming Lathe at from one-fifth to one-eighth the cost of old methods? If so, let us prescribe for you.

THE MERIDEN MACHINE TOOL CO.,
106 Britannia Street, Meriden, Conn.
*Pronounced "horse chestnut" east of Ohio.

* *

At the annual meeting of the Press Association of Canada, Frank A. Munsey delivered an address on "Getting On In Journalism."

The address has since been published in pamphlet form, and I have been favored with a copy.

It is the most interesting thing that I have read for many a day. It is distinctly characteristic of Munsey. A few paragraphs of it have appealed to me so strongly and strike me as furnishing so much food for the thought of advertisers that I reproduce them here:

"Most men, it seems to me, are too much afraid of making mistakes. I like men who make mistakes, who have the dash, the energy, the warm blood in their veins, to make mistakes. Everything in life is more or less of a gamble. Timidity never accomplished anything in this world. Faith is the mainspring of enterprise. Mistakes make the game interesting. They lift it above the dead level, stimulate imagination, and keep hope young.

"More good thoughts have perished

than have ever seen the light of day. It is the easiest thing in the world to reason the merit all out of a new idea. The man who "gets there" is the man who has the courage to make the plunge when the thought is fresh in his mind—to strike while the iron is hot. Ideas, like time and tide, wait for nobody. They must be taken at the flood. The man who attempts to argue all the way to the finish is lost. Difficulties are at their worst in perspective. The plunge is the vital thing—the beginning, the life. Faith and experience will take care of the rest. The world's real benefactors are its brave men—the men who have the soul to do and dare, to risk everything—fortune, reputation, and life itself.

"I don't believe at all in the sure thing theory; I don't believe at all in the theory of getting something for nothing. The man who seeks big rewards should take big chances, should give up an ample equivalent in brain force, thought, energy, money, for everything he gets. The man who rises above the surface makes no end of mistakes; the drone, alone, makes no mistakes.

"One of the worst mistakes the world makes is its horror of making mistakes."

Success in advertising is attained only through experiment—through making trials, by doing the thing in hand the best one knows how to do it, and taking chances.

There are certain things about it that one may learn, just as there are certain rules in whist that may be learned. The man who plays by rule wins oftener than the man who doesn't, but sometimes rule-playing fails to work. If it were not so there would be no fun in the game.

* *

The trouble with most of the advertising done nowadays is that insufficient time and thought are given to it. It is done in the fag ends of time—hurriedly. The business man knows better than to keep his books that way. His time is too valuable in the direction of his business to spend over accounts, so he hires a bookkeeper. He ought also to hire an expert to attend to his advertising matter. The ad man will make mistakes sometimes, but not many. He has an undivided mind wholly engrossed in the problem of placing his clients' business before his readers in the best possible light.

**IF YOU'RE IN - - - YOU KNOW . . .
IF YOU COME IN - - YOU WILL KNOW**

**That Our Advertisers Get Results
ARE YOU IN?**

Boyce's .. BIG WEEKLIES

600,000 COPIES WEEKLY.

\$1.60 per agate line.

BOYCE'S MONTHLY ..

500,000 COPIES MONTHLY

\$1.60 per agate line.

Our papers are chock full of advertisements, because they give results.

They give results because we have the circulation—the right kind and plenty of it. And the rates are low and we allow you to cancel your ad if it doesn't pay; and we want you to do it if it doesn't pay. Then you'll come back again. The next ad will no doubt pay.

THE HUSTLER.
A bright monthly,
sent free to any one
who asks for it.

W. D. BOYCE CO.,

Boyce Building, Chicago.

At the Front!

Greatest Circulation in
the World
Greatest Gain in
"Wants"

N H State Library (22)
New 12,684

York "Wants"
Gained in April

Journal

and Advertiser

Journal
"Wants"

Bring Quick
Results

W. R. Hearst